

We prey on

HEAVEN
CAN WAIT

... shudder at

TV SPIN-OFFS
YET TO COME

... swing with

TARZAN
TODAY

... giggle over

COMPARISON
TESTS

and choke on

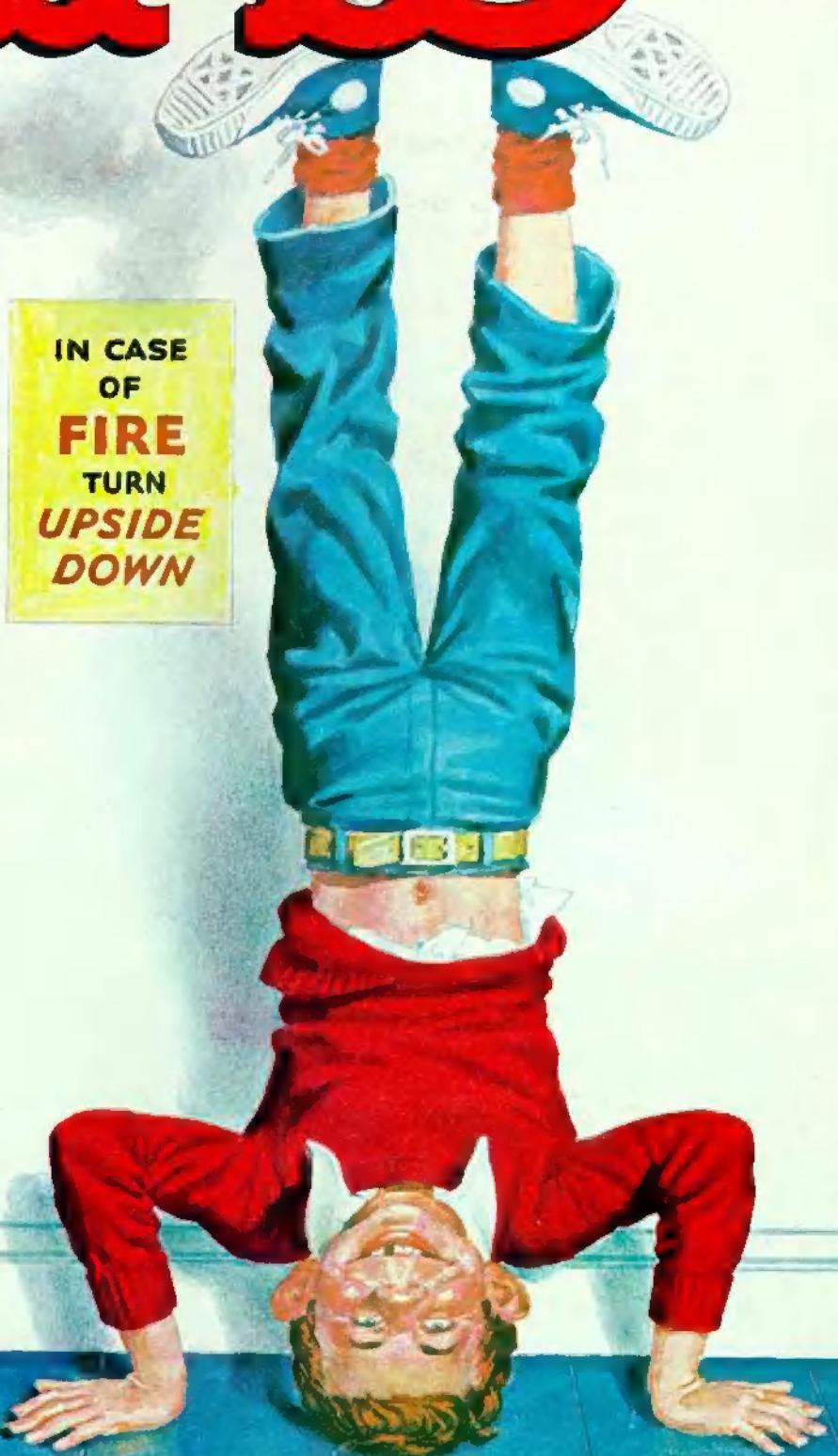
SCRATCH 'N'
SNIFF STRIPS

No.
206
April
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MAD



George Gobel

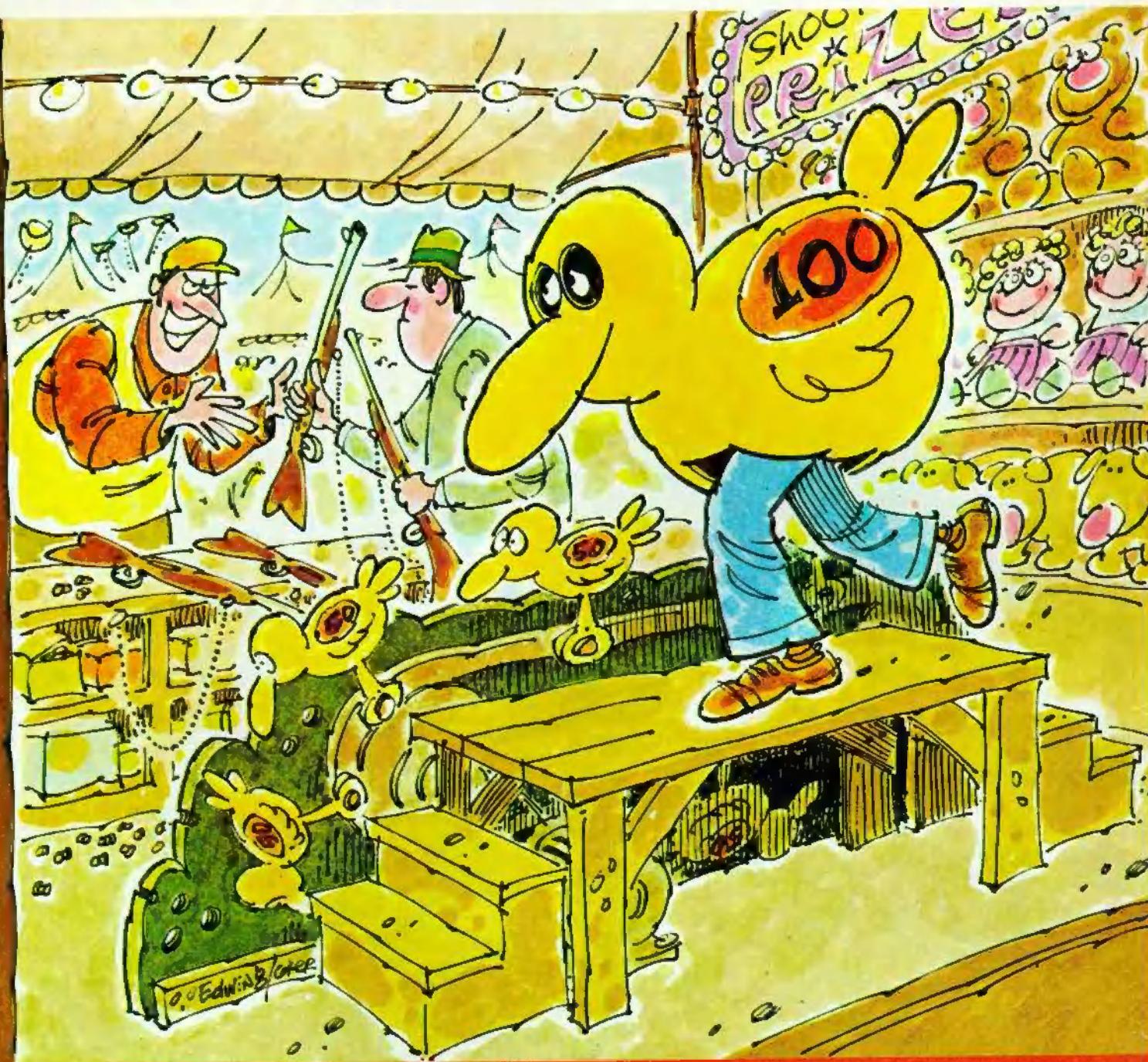
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NUMBER 206

APRIL 1979

VITAL FEATURES

MAD

"In the old days, most men who finished a day's work needed rest! Today, they need exercise!" —Alfred E. Neuman

WILLIAM M. GAINES publisher ALBERT B. FELDSTEIN editor

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 JERRY De FUCCIO, NICK MEGLIN associate editors
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 DAVID FRAZIER subscriptions

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

ADDING CONSULT TO INJURY DEPARTMENT

Second Opinions In Non-Medical Cases 15

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Surprises 18

DON MARTIN DEPARTMENT

Early One Morning In South America 11
 One Magical Day In Modern Baghdad 23
 One Evening In An Ohio Bus Station 48

ECCH-TACHROME DEPARTMENT

"The Eyes Of Lurid Mess" (A MAD Movie Satire) 42

GIVIN' 'EM A RIBBON DEPARTMENT

MAD Medals Of The Issue (Corporate Executives) 38

JUNGLE ROT DEPARTMENT

A MAD Look At Tarzan...Today 26

LACK OF "PRO" CREATION DEPARTMENT

TV Spin-Offs Yet To Come 29

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragonés **

OUT OF ODOR DEPARTMENT

MAD Scratch 'N' Sniff Strips 39

PICK ACTS DEPARTMENT

Comparison Tests In Everyday Life 24

ROBIN' US BLIND DEPARTMENT

Who Killed The Country? 12

SOUL KITSCH DEPARTMENT

"Heaving Can Wait" (Another MAD Movie Satire) 4

THE PEOPLE'S CHAUCER DEPARTMENT

The Canterbury Tales 33

WISHFUL WINKING DEPARTMENT

Everyday Scenes We'd Like To See 36

**Various Places Around The Magazine

HEAVING
CAN WAIT
(Movie
Satire)
Pg. 4



WHO
KILLED
THE
COUNTRY?
Pg. 12

THE
LIGHTER
SIDE OF
SURPRISES
Pg. 18



A MAD
LOOK AT
TARZAN
TODAY
Pg. 26



THE
CARTERTBURY
TALES BY
CHAUCER
Pg. 33



THE EYES OF
LURID MESS
(More Movie
Satire)
Pg. 42



LETTERS DEPT.



LOOSE WHEEL IN THE PHOTHOUSE

"Cap'n Alfie," who appears to be steering a huge mechanical shark on your cover, is in direct violation of Coast Guard Regulations which specify that any watercraft over 25 feet in length must be provided with red and green navigational lights. My guess is that, since Alfie doesn't know his left from his right, why quibble over port and starboard?

Joe Jacobsen
CBM/USCG Ret.
Bay Ridge, N.Y.

READING BETWEEN OUR COVER LINES

It is a shame that no one has ever explained "How To Read A New MAD Cover." Let me cite issue #204. "We chew up Jaws II" . . . so badly one can't find a plot; "... spit out The Hulk," throw up is more like it; "... knock down Gimmick Christmas Gifts," the biggest gimmick must be this magazine; "... bring on New Improved Products," why not improve your own? "... and send in the Clones," which was a funny gag the first time I heard it! "Our Price 60¢ Cheap" is actually short for: "If you are too cheap to pay the 60¢, then stop reading this trash and put it back without doing the Fold-In."

John O'Leary
Cypress, Calif.

JAW'D, TOO

Drucker and De Bartolo's "Jaw'd, Too" put the bite on a rotten movie!

Mitchel Silpa
Encino, Calif.

De Bartolo and Drucker said a mouthfull!

Rob Whitehouse
Ashland, Ohio

IF LIBRARIES SOLD ADVERTISING SPACE

I thought Bob Clarke's and William Garvin's "If Libraries Sold Advertising Space" was just the best thing that could happen to a library! Only one book was missing, Agatha Christie's "Death On The Dial."

Stephen Dobanski
Lansdale, Pa.



SAVE 35¢

Ignore this "ad" offering full-color portraits of MAD's "What—Me Worry?" kid, Alfred E. Neuman, because that's what one of them costs! They're great for framing, or training puppies, or lining the bottoms of bird cages, or wrapping fish. Hey, you didn't ignore this ad. Now, you're hooked. So mail: 35¢ for one, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to: MAD 485 MADison Avenue, N.Y., N.Y. 10022



THE TWELVE DAYS OF CHRISTMAS

Judging from their "If Someone Received Those Gifts On 'The Twelve Days Of Christmas,'" Frank Jacobs and Billy Doherty must have gotten A's in Art and Writing but F's in Arithmetic. The way I figure, Ms. Carol Yule was in worse shape spacewise, in her cramped apartment, than the article implies. Remembering that on each succeeding day of Christmas, Ms. Yule, according to the song, would have received a new gift each of the twelve days plus repeat gifts for the preceding days, so, according to my figures she received, in all: 12 drummers drumming, 22 pipers piping, 30 Lords a-leaping, 36 Ladies dancing, 40 Maids a-milking (this involves 40 cows or goats), 42 Swans a-swimming, 42 Geese a-laying (God knows how many eggs), 40 Golden Rings, 36 Calling Birds, 30 French Hens, 22 Turtle Doves and 12 Partridges in a Pear Tree. A total of 364 gifts.

Jack Herbert Wilson
Seal Beach, California

BOULEVARD OF BROKEN DREAMS

Stan Hart's "Boulevard Of Broken Dreams" dredged up old memories. In 1944, when I was twelve years old, I wrote Turhan Bey a fan letter. He never answered. Sob, I saw every movie he ever made, but I don't remember "The Kid From Cairo."

Pat Morgan Riordan
San Rafael, Calif.

Stan Hart doesn't remember any of Turhan Bey's 19 flicks! —Ed.

A SCORE ON CHANNEL 44

I enjoyed seeing your Editor and Staff on Channel 44, just recently. I derived an entirely different attitude toward your magazine. Though I wouldn't allow the kids to purchase MAD, after hearing Editor Feldstein, I realized that MAD informs youth of today's issues. MAD presents world situations in satire which I enjoy and understand. I approve of your moral inspiration.

Mrs. Robert Brost
Seffner, Florida

CLONES OF THE FUTURE

Richard Nixon clones? Jerry Ford clones? Travolta clones? You've got to be kidding! Why not Christopher Reeve clones? That would be super!

Lisa A. Barone
St. Bonaventure, N.Y.

My MAD cloned in the mailbox. I opened it and there was another cover. I'm sure it was cloning because the shark hadn't gained on the gal, as it might in a sequence.

Bill & Sarita McCaw
Lowden, Wash. 99342

JAFFE'S EXPLOSIVE FOLD-IN

After Laughing all the way through your magazine, I was somehow touched by the Al Jaffee's Fold-In. Before I folded it, I thought the Neutron Bomb was a good idea. Then I saw the little boy and his dog, both dead. Then I realized that that could be the U.S.

Heidi Bender
Rockville, Md.

MAD NOVELTY ITEMS FOR PRACTICAL-JOKER JOCKS

"MAD Novelty Items For Practical-Joker Jocks," by Davis and Porges, is rib-cracking unsportsmanlike conduct. They make a great team!

Frank Russo
Wayne, N.J.

Send Porges and Davis to the penalty box so they can conceive some more unsporting equipment.

Alfred Carlos
Whittier, Calif.

ONE RAINY AFTERNOON IN THE BLACK FOREST

Why didn't Don Martin have the Black Forest witch plug up the leak in the roof with cottage cheese? Get it?

Joe English
Redmond, Oregon

THE INCREDIBLE BULK

I enjoyed your version of The Incredible Hulk, despite the fact that I work for DC Comics (or maybe because of it—what you did to ol' Greenskin!). I particularly enjoyed the cameos by various members of the DC line of super-stars. I was also pleased that Lou Silverstone, the writer, had the integrity to learn something of the comic book version of The Hulk. Lou picked up the point that the "Bruce Banner" of the comics is "David Banner" on his TV tombstone. What's wrong with the name "Bruce"? Bruce Wayne is a swinger who always has plenty of girls in his belfry. All in all, a good job.

E. Nelson Bridwell
Editor/DC Comics Inc.
New York, N.Y.

A strange metamorphosis took place after I read "The Incredible Bulk." Now, every time I hear the word MAD, I turn into a big, green, horrible thing. A giant cucumber.

Dino Salvadore
Montreal, Canada

"The Incredible Bulk" was MARVELOUS. Do you think he could stand in for Kermit the Frog on the Muppet Show?

Andy Roth
Gladwyne, Pa.

I enjoyed "The Incredible Bulk"! You must have gotten the idea from my husband. He called me that the entire time I was pregnant.

Cathy Ehrhardt
St. Louis, Mo.

It could have been wilder and fairly bursting at the panels. You gave us "The Incredible Bulk."

Timothy O. Lane
Baldwin Park, Calif.

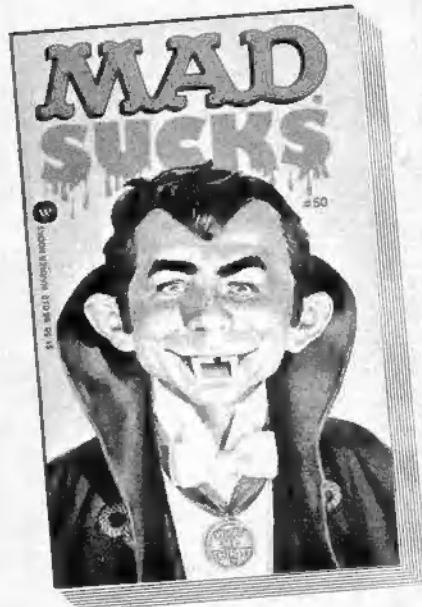
I really enjoyed "The Incredible Bulk." Actually, I enjoy all your television show satires. Know why? Mainly, because they come at the end of the magazine.

Melissa Hart
Lexington, Mass.

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- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- DON MARTIN's Captain Klutz
- DON MARTIN Cooks
- DON MARTIN Comes On Strong

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- DON MARTIN Steps Further Out
- DON MARTIN Forges Ahead
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- DAVE BERG Looks at People
- DAVE BERG Looks at Things
- DAVE BERG Modern Thinking
- DAVE BERG Our Sick World
- DAVE BERG Looks at Living
- DAVE BERG Looks Around
- DAVE BERG Loving Look
- The All-New SPY vs. SPY
- SPY vs. SPY Follow Up File
- 3rd MAD Dossier of SPY vs. SPY
- 4th MAD Classified SPY vs. SPY
- 5th MAD Report on SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-Vertising
- A MAD Look at TV
- A MAD Guide to Leisure Time
- AL JAFFEE's Snappy Answers
- AL JAFFEE's MAD Book of Magic
- More AL JAFFEE's Snappy Answers
- AL JAFFEE's Monstrosities

- Still More JAFFEE Snappy Answers
- AL JAFFEE MAD Inventions
- Aragones's "Viva MAD"
- Aragones's MAD About MAD
- Aragones's MAD-ly Yours
- Aragones's in MAD We Trust
- Aragones's MAD As The Devil
- Aragones's Incurably MAD
- Aragones's Shootin' MAD
- MAD For Better or Verse
- Sing Along With MAD
- MAD About Sports
- MAD's Talking Stamps
- The MAD Jumble Book
- More MAD About Sports
- MAD Word Power
- Politically MAD
- MAD Look to Future
- MAD Cradle to Grave Primer
- The MAD Book of Revenge
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Once upon a time...in 1941, to be exact...Hollywood made a fabulous fantasy movie called "Here Comes Mr. Jordan." But some people can't leave well enough alone, so they decided to re-make the picture. Only somewhere along the way, they left out a

HEAVING



Joe Pendulum should be your starting Quarterback! He'll look great!

In the Dallas game?

No, in the Gillette commercials!

Today, I'll kill your Husband ...just as we planned!

Oh...I'm so nervous and—gulp—jittery! I think I may faint!

Why don't you lie down for a half hour? And what'll YOU do?!

I'll lie down next to you! That'll take care of five minutes, NOT a half hour!

I must see Leo Farmwork and stop him from ruining my home town with his new factory!

I'm—I'm AMAZED! I didn't know you could talk!

Because—Oh, I AM sorry! I thought you were Harpo Marx!

Why not?!!



few things...like fun and charm and suspense. In fact, they made the picture so wildly improbable and sickeningly sweet, it turns your stomach. If you've seen the picture and barfed, it's too late. If you haven't, read our version first, because

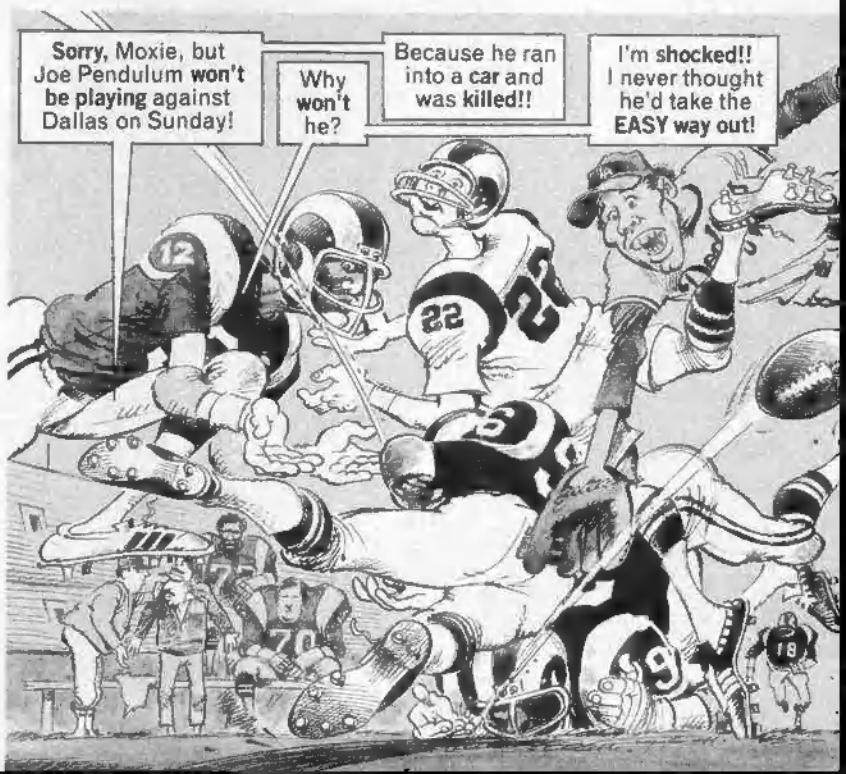


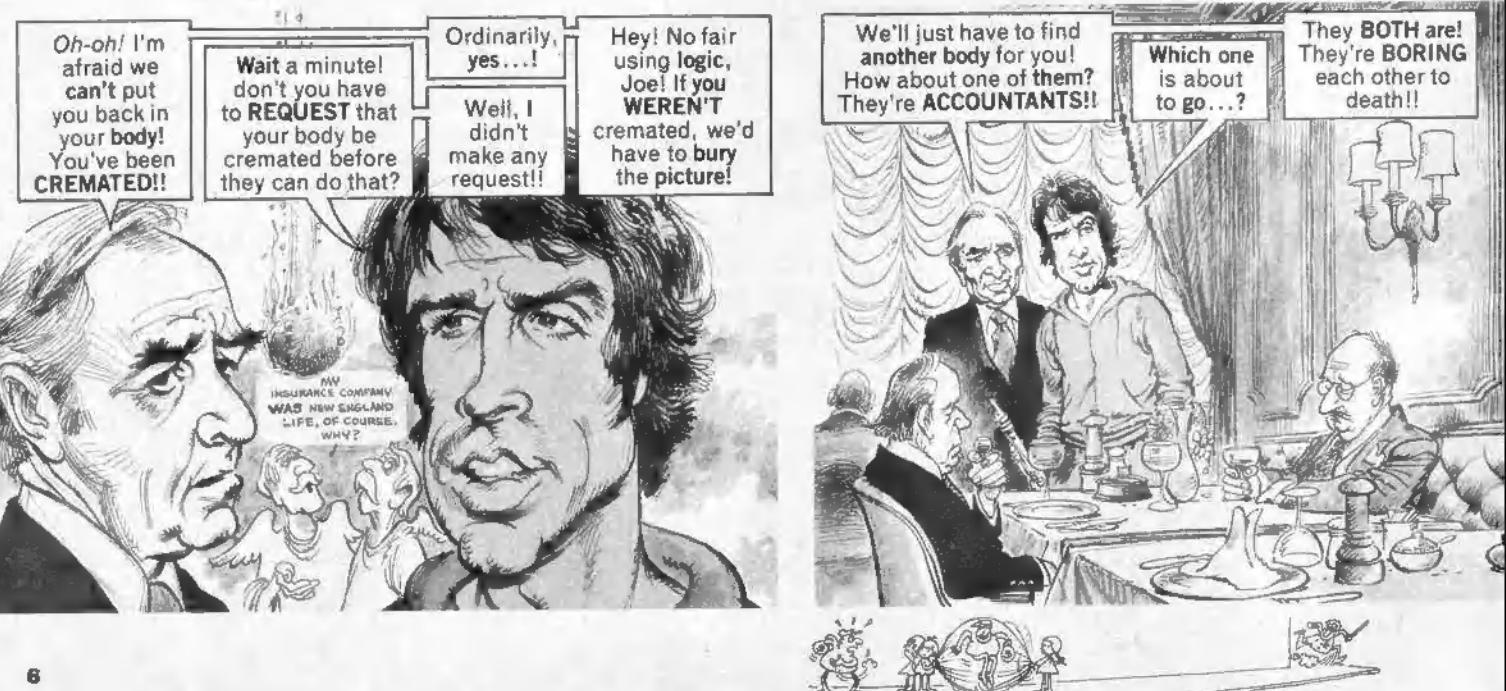
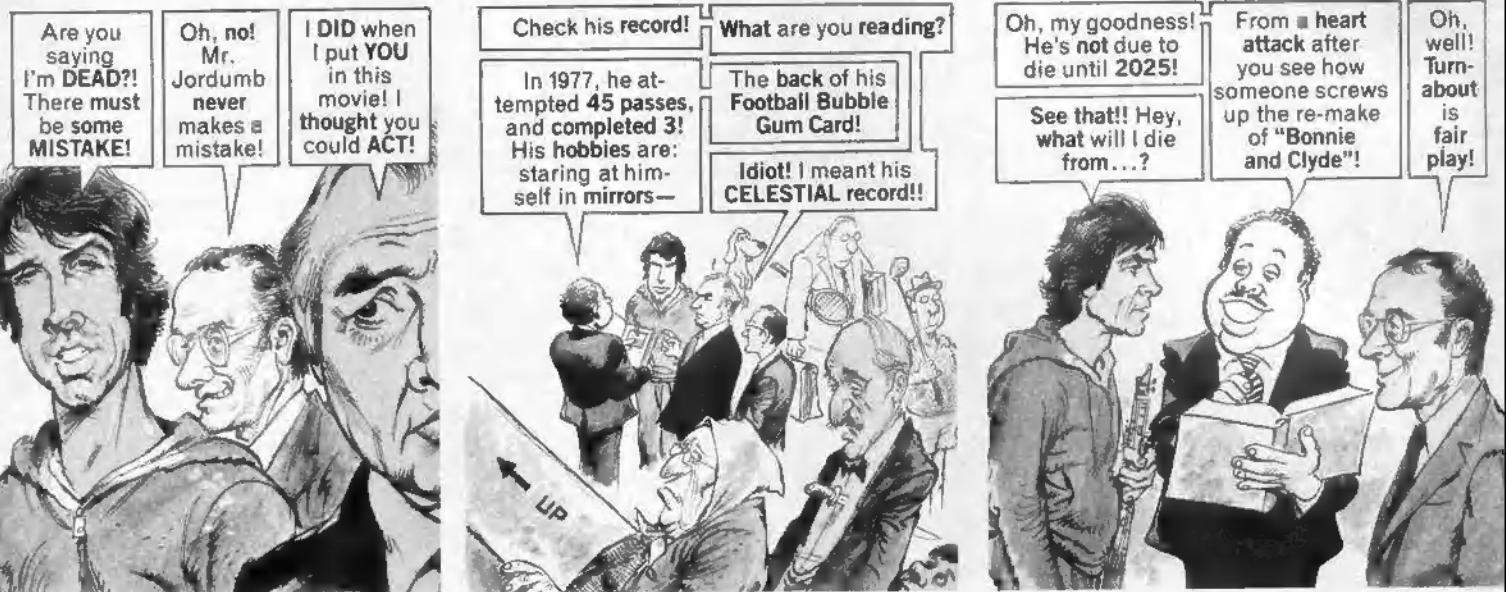
CAN WAIT

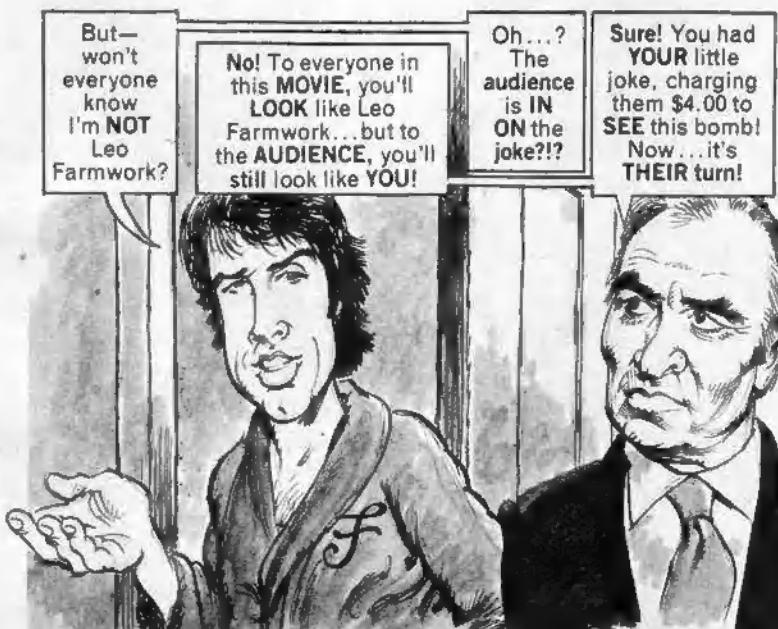
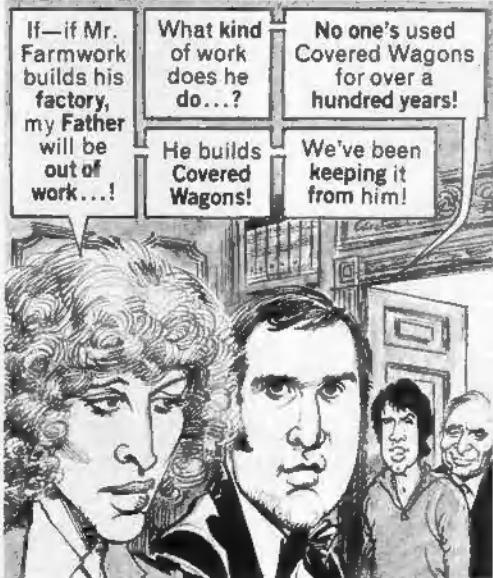
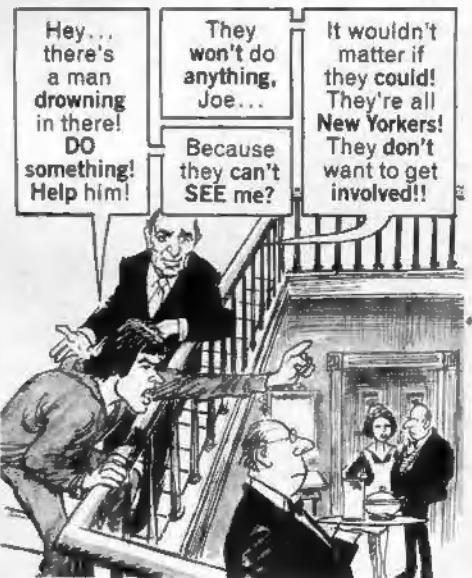
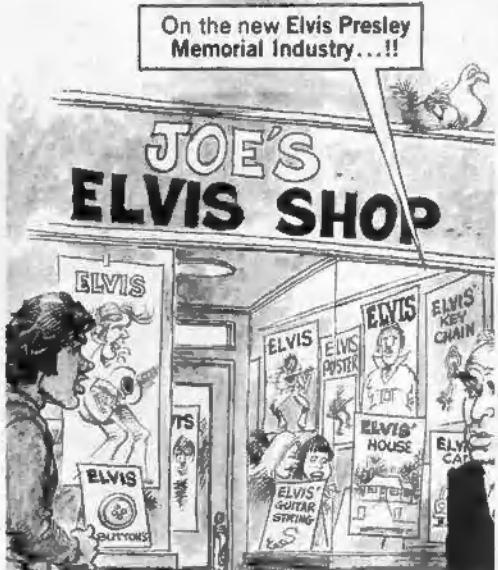
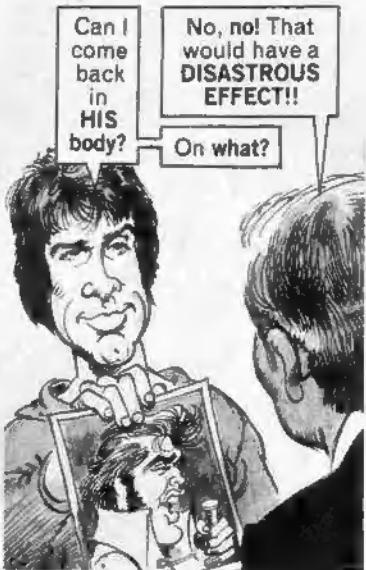


ARTIST: MORT DRUCKER

WRITER: STAN HART







As Chairman of the Board, I say we close our dangerous nuclear plant, clean up our pollution emissions, stop using cancer-causing chemicals in our plastic bottles, and put an end to our slaughter of whales and porpoises! And to hell with profits!

But, that's impossible!!

Leo, you're being childish!

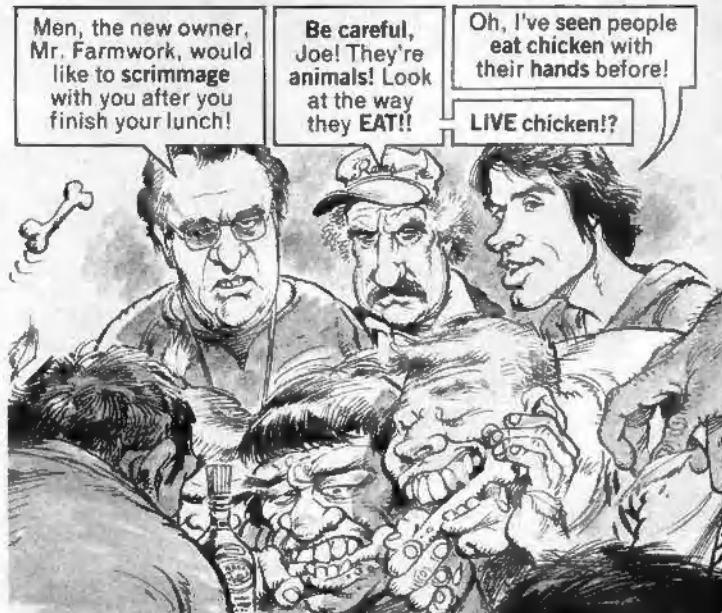
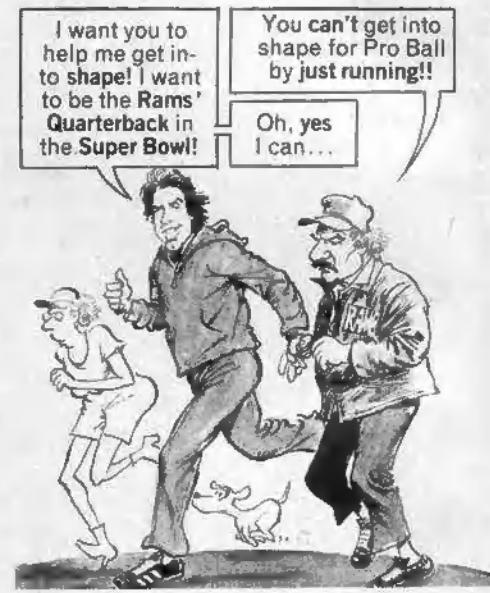
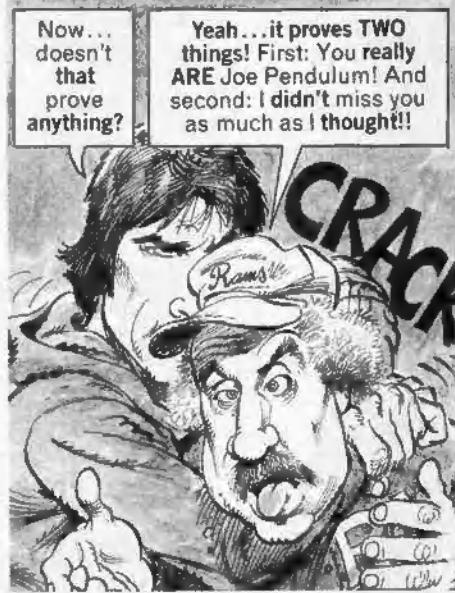
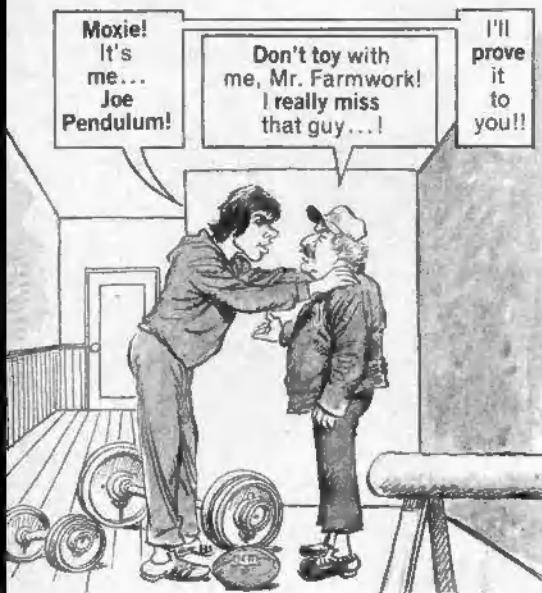
I say from now on, we're going to do everything BY THE BOOK!

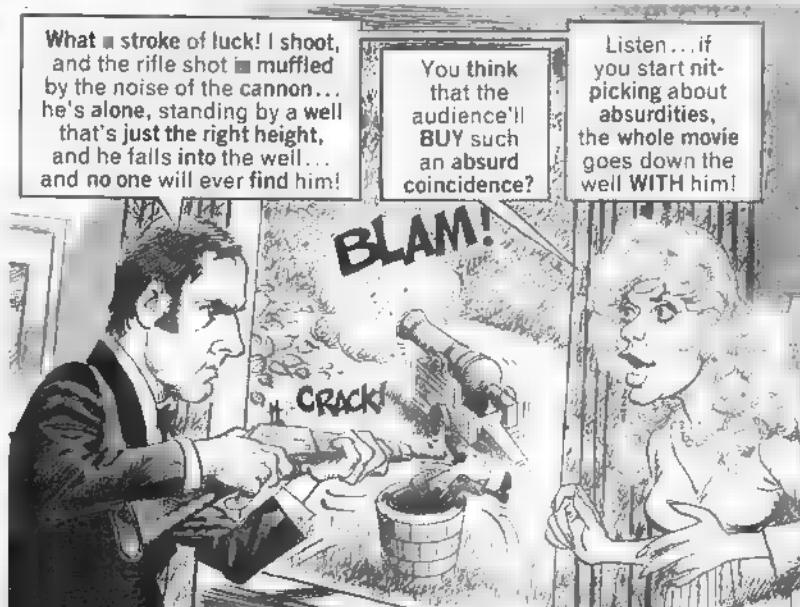
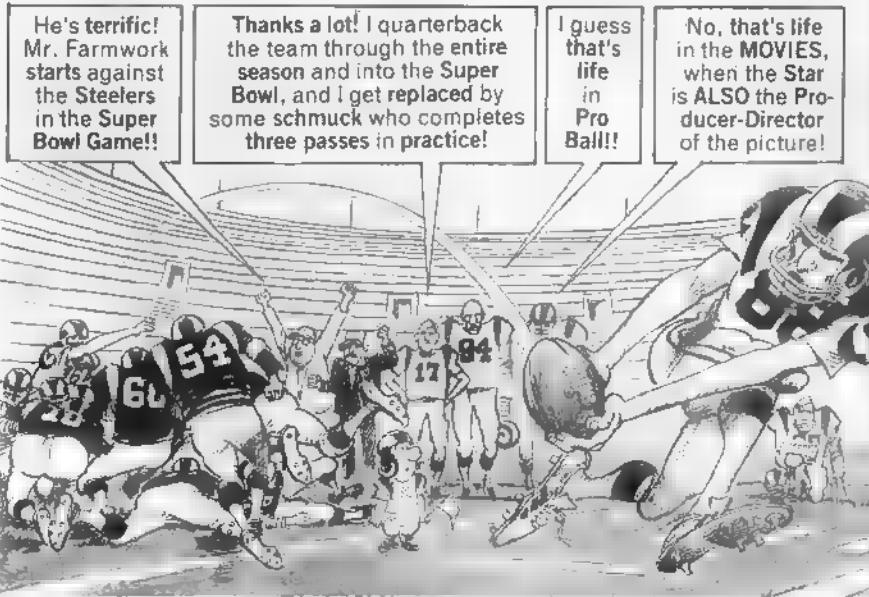
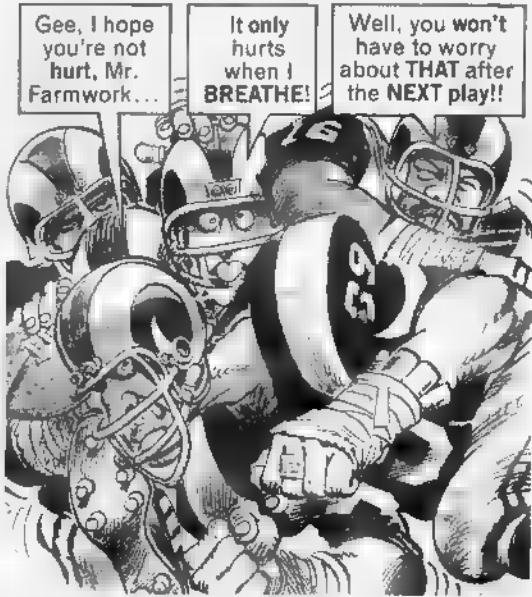
"Dick and Jane At The Seashore"!

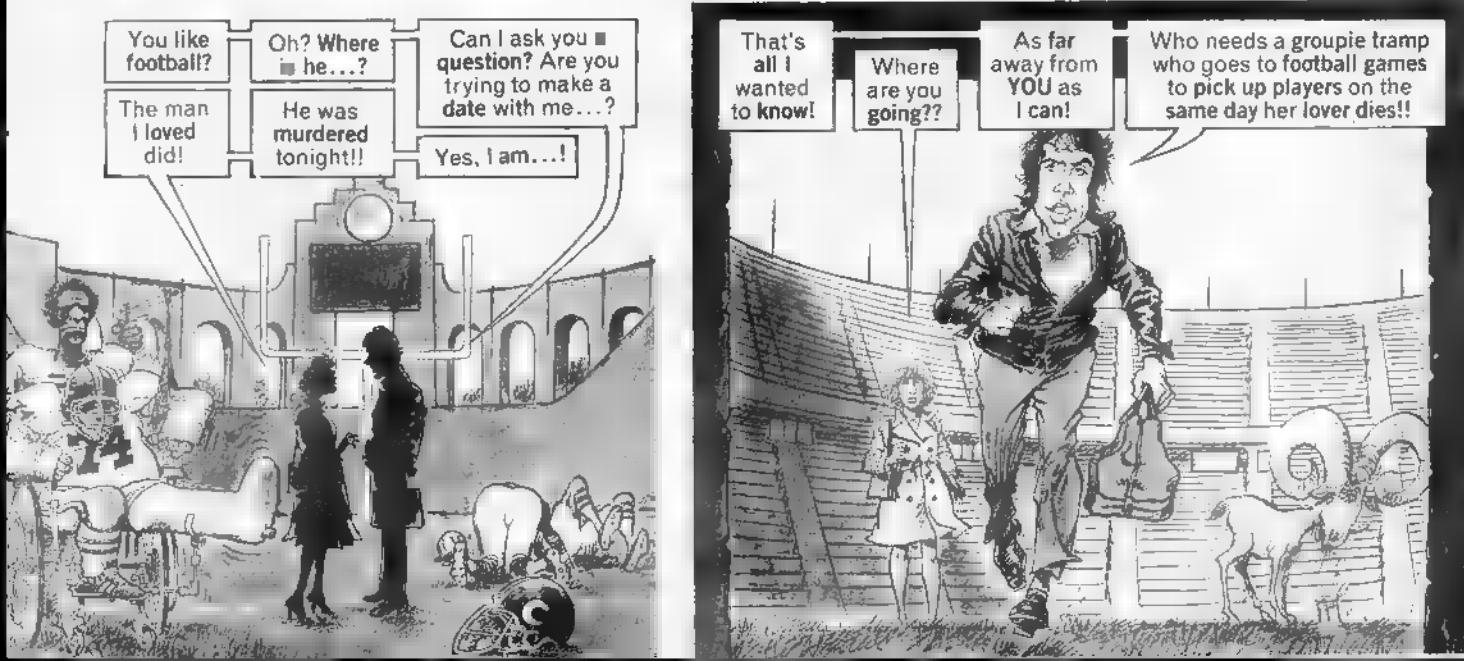
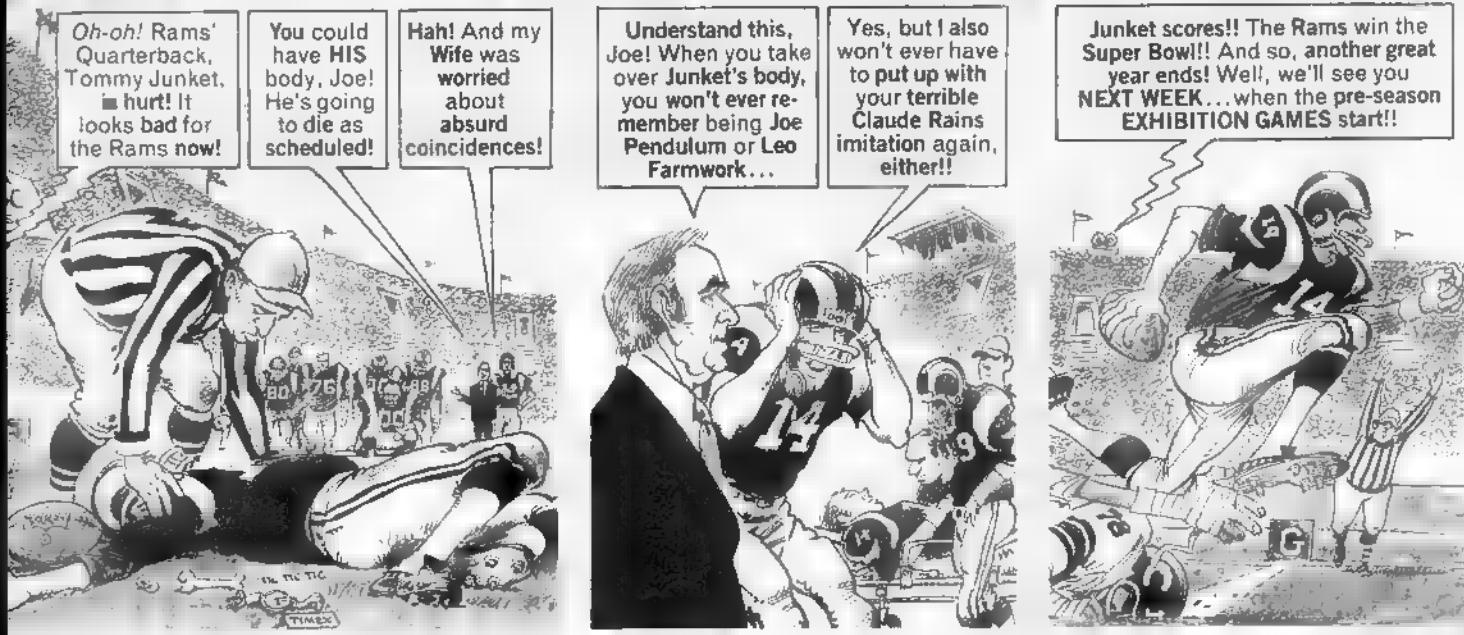
Was I right, or was I right??!

I wanted you to be proud of me...so I made my company give up millions of dollars in tainted profits! Are you happy...??

Yes... that I'm not one of your Stock-holders!

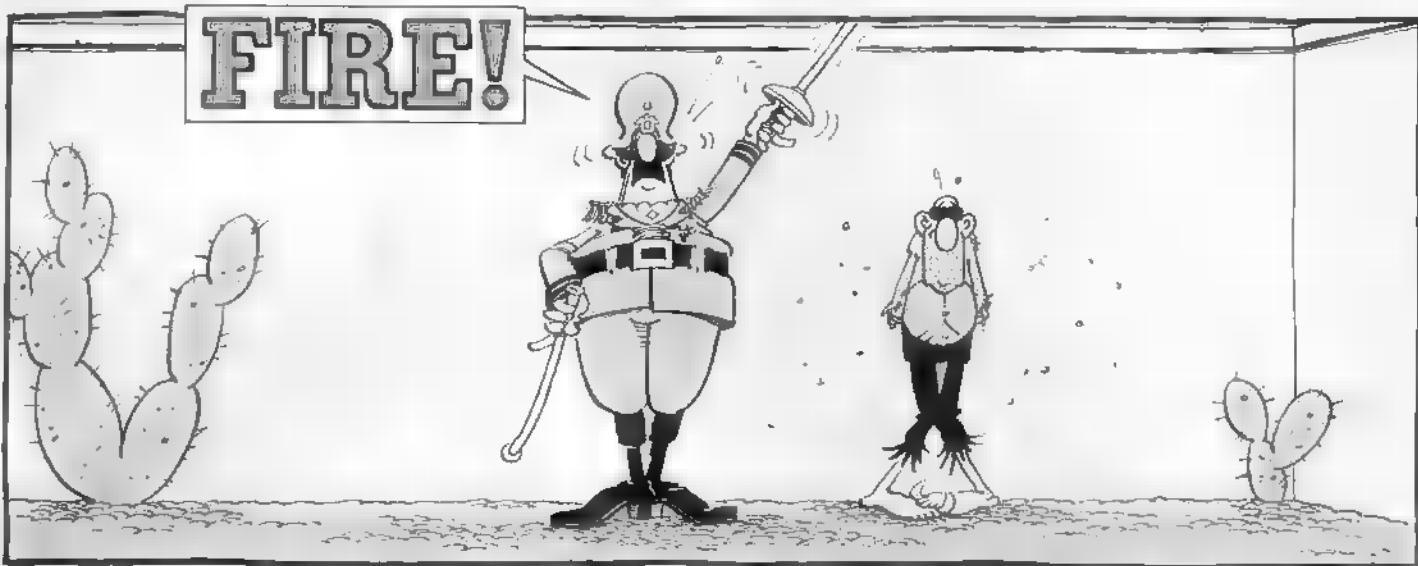






DON MARTIN DEPT. PART I

EARLY ONE MORNING IN SOUTH AMERICA

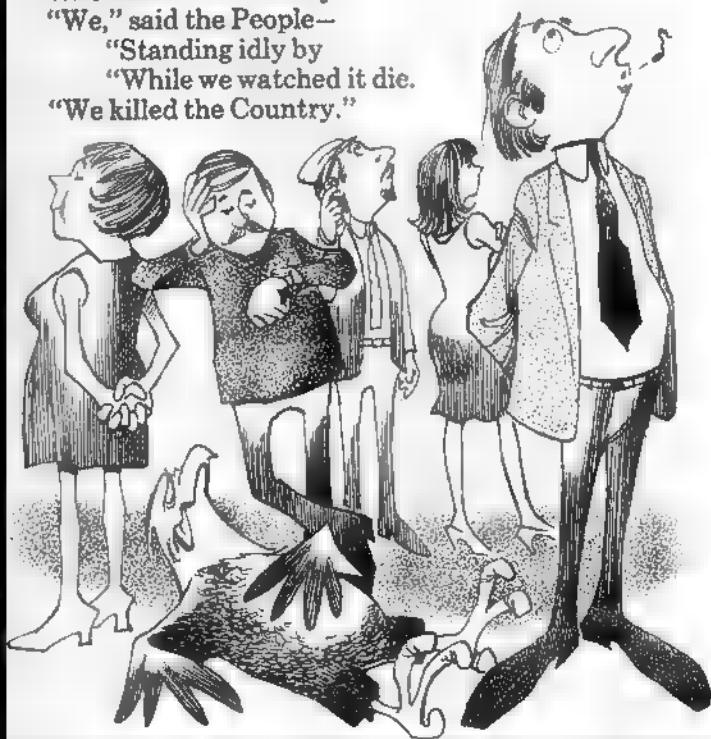


WHO KILLED T

ARTIST: BOB CLARKE

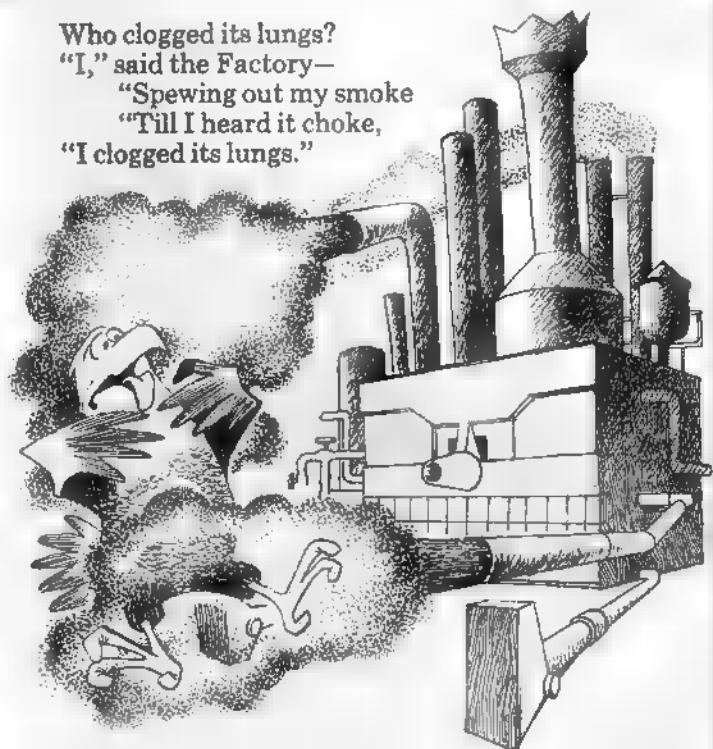
Who killed the Country?

"We," said the People—
"Standing idly by
"While we watched it die.
"We killed the Country."



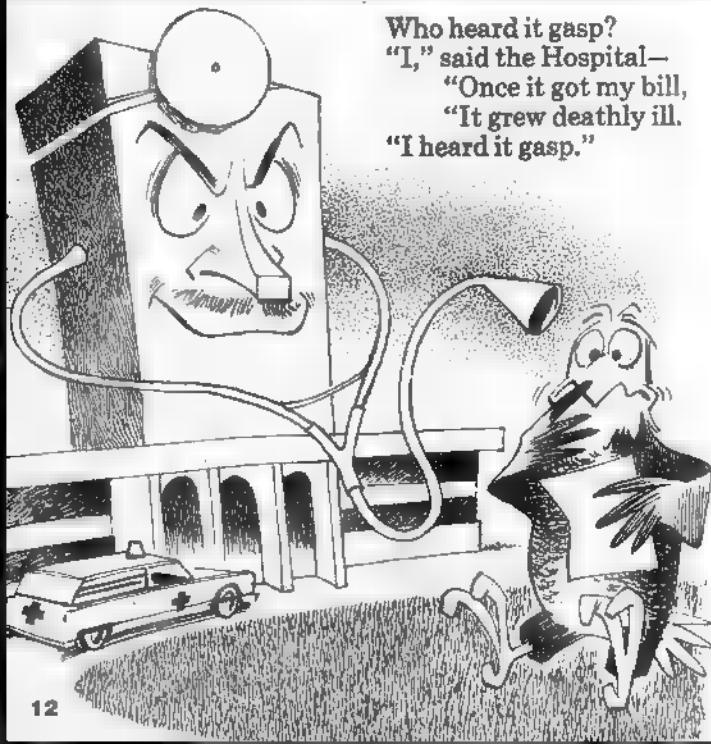
Who clogged its lungs?

"I," said the Factory—
"Spewing out my smoke
"Till I heard it choke,
"I clogged its lungs."



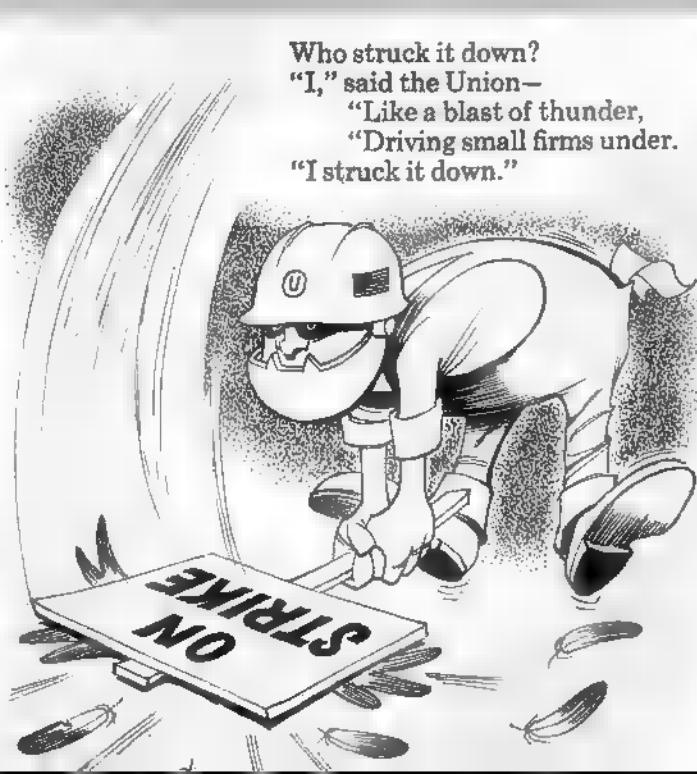
Who heard it gasp?

"I," said the Hospital—
"Once it got my bill,
"It grew deathly ill.
"I heard it gasp."



Who struck it down?

"I," said the Union—
"Like a blast of thunder,
"Driving small firms under.
"I struck it down."



HE COUNTRY?



WRITER: FRANK JACOBS

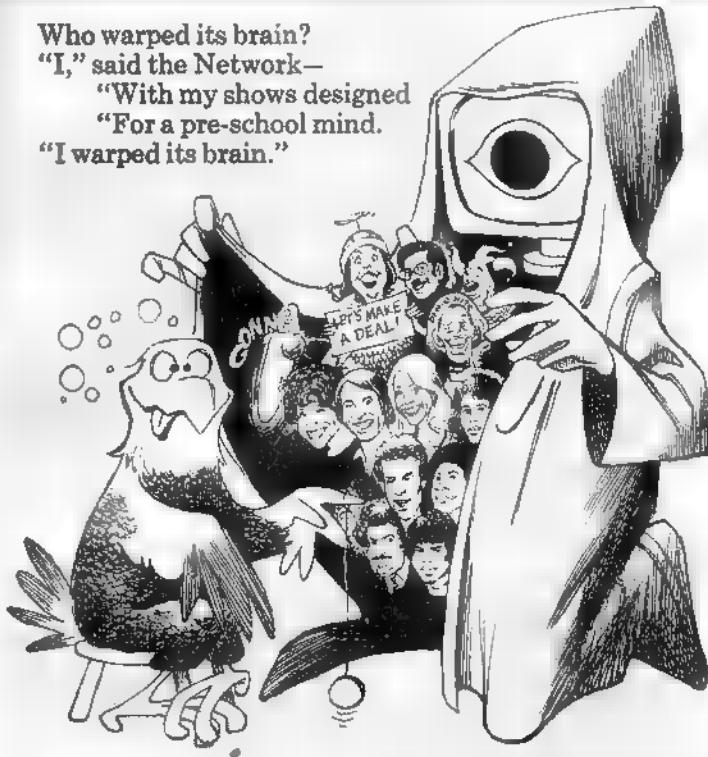
Who warped its brain?

"I," said the Network—

“With my shows designed

“For a pre-school mind.

“I warped its brain.”



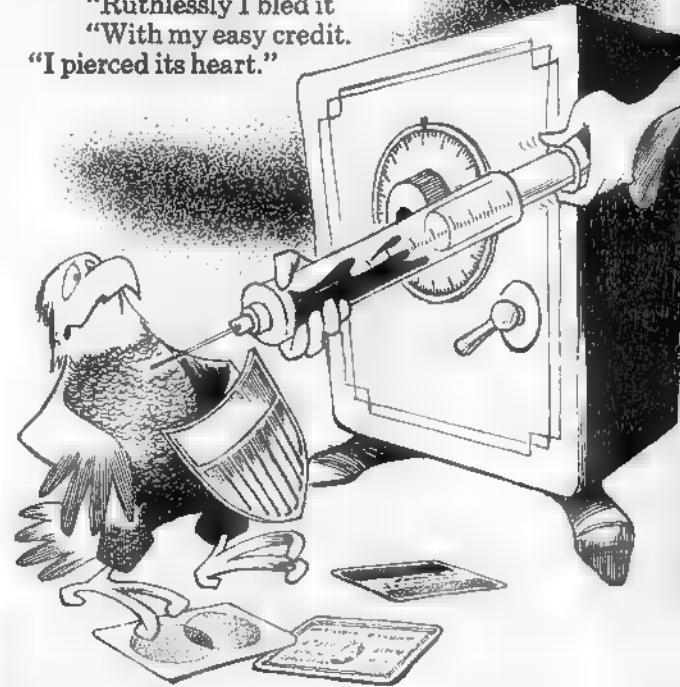
Who pierced its heart?

"I," said the Bank—

“Ruthlessly I bled it

“With my easy credit.

“I pierced its heart.”



Who held the knife?

"I," said the Court—

“Setting muggers free

“When they copped a plea.

“I held the knife.”



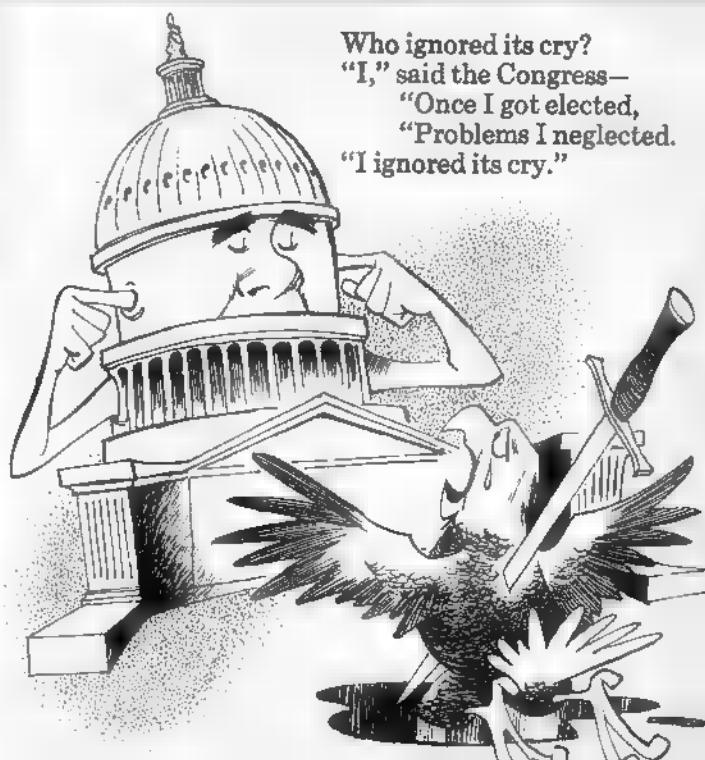
Who ignored its cry?

"I," said the Congress—

“Once I got elected,

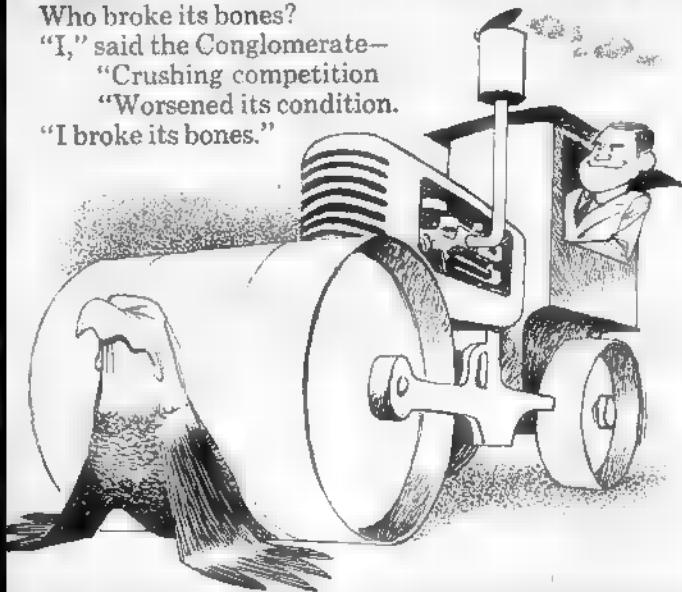
“Problems I neglected.

“I ignored its cry.”



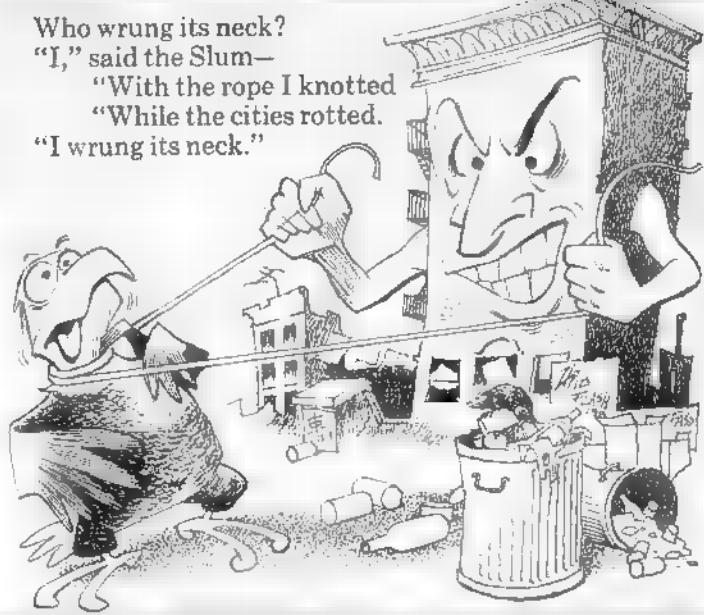
Who broke its bones?

"I," said the Conglomerate—
"Crushing competition
"Worsened its condition.
"I broke its bones."



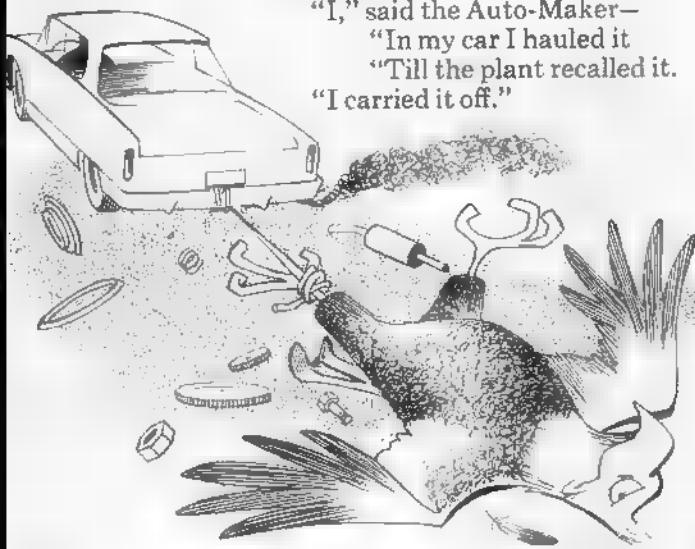
Who wrung its neck?

"I," said the Slum—
"With the rope I knotted
"While the cities rotted.
"I wrung its neck."



Who carried it off?

"I," said the Auto-Maker—
"In my car I hauled it
"Till the plant recalled it.
"I carried it off."



Who watched it drown?

"I," said the Ad Agency—
"Hawking junk and trash
"With a great big splash.
"I watched it drown."



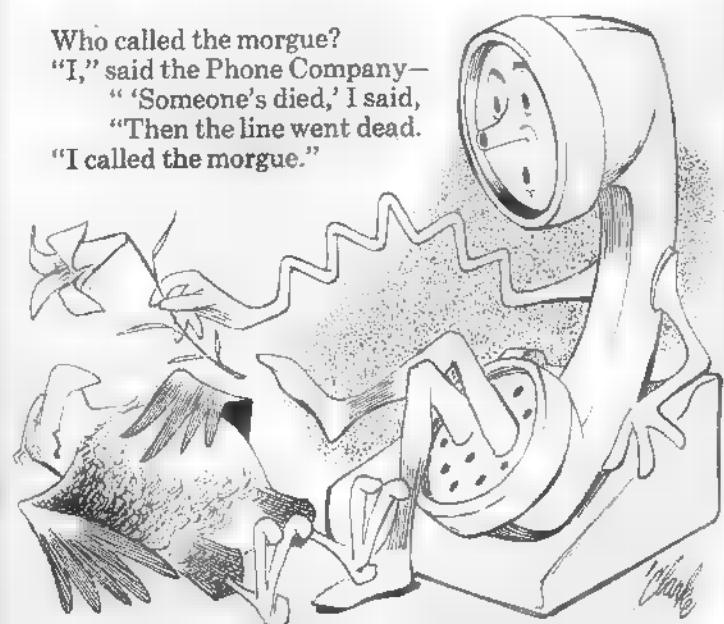
Who spread the news?

"I," said the Post Office—
"True, a month had passed,
"Still, for me, that's fast.
"I spread the news."



Who called the morgue?

"I," said the Phone Company—
"Someone's died,' I said,
"Then the line went dead.
"I called the morgue."



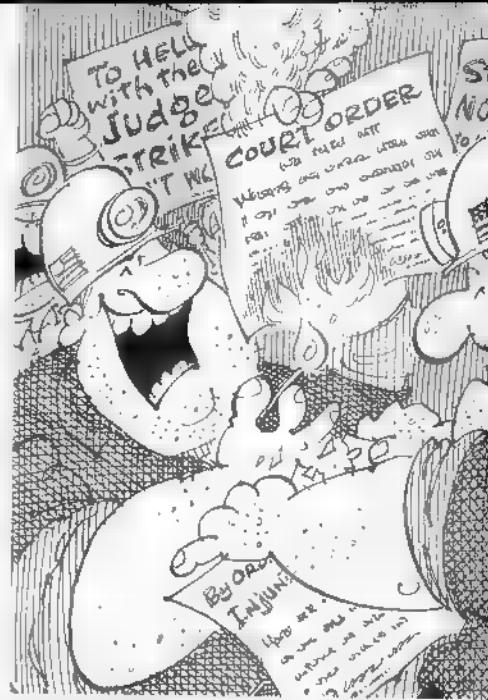
ADDING CONSULT TO INJURY DEPT.

If a Doctor or a Dentist suggests surgery...or some type of expensive treatment...most people will make sure by getting a "Second Opinion."

"Second Opinions" however, can be very valuable in common everyday situations, too. So MAD recommends seeking them out. You'll see what we mean...with these examples of



If your Teacher tells you that ours is a nation of "Laws," not "Men"...



...talk to a member of the United Mine Workers Union for a SECOND OPINION.

SECOND OPINIONS IN NON-MEDICAL CASES



ARTIST: PAUL COKER
WRITER: DENNIS SNEE



If "Zero Population Growth" advocates tell you that our declining birth rate is good news for the entire country...



...talk to any unemployed Elementary School Teacher for a SECOND OPINION.





If your Wife observes that the latest girl your son is dating seems to have absolutely nothing going for her...



...have one of those man-to-man talks with your Son for a SECOND OPINION.



If your new Girlfriend claims you're the first man she has ever loved...



If your High School Guidance Counselor tells you that you have no future...



...see your nearest Army, Navy or Marine Recruiter for a SECOND OPINION.



If the Ticket Seller at a smash-hit Broadway musical says, "Sold out!"...



If your Son's Piano Teacher tells you he has the potential to become another Van Cliburn...



...talk to your neighbors down-stairs for a SECOND OPINION.



...if your Dad tells you a College Education is a guaranteed ticket to a good job and a comfortable future...



...try a personal interview with her last Boyfriend for a **SECOND OPINION**.



If your Father tells you his childhood was one of bitter hardship and deprivation...



...talk "off-the-record" with your Grandmother for a **SECOND OPINION**.



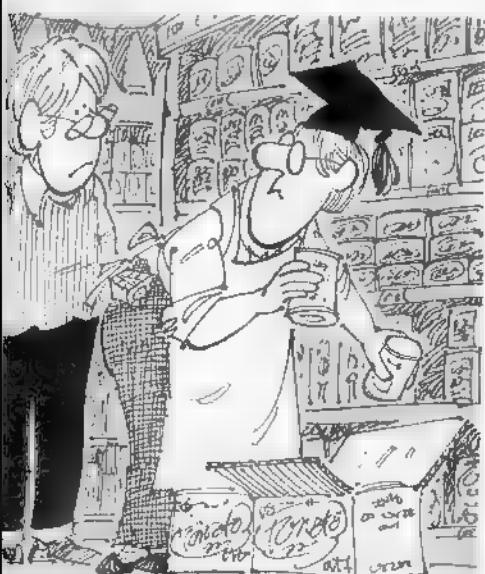
...try looking for a Scalper in front of the theater for a **SECOND OPINION**



If your Bartender tells you that the Yankees can't possibly lose their next game with the Red Sox...



...talk to your Bookie for a **SECOND OPINION**.



...talk to any Grocery Clerk with a Master's Degree for a **SECOND OPINION**.



If your History Teacher says the American Way has always been to show generosity toward her former adversaries after armed conflicts...



...talk to any American Indian around for a **SECOND OPINION**.



Darn it!
We had a
surprise
test in
Chemistry
today!

I hate when Teachers
pull sneaky things like
that! They must have
sadistic streaks! The
least they could do is
give a little warning!

We had a **TWO WEEK** warning! We
reviewed the entire mess of un-
intelligible material every day!
We dealt in formulas and symbols
and elements! Most of the time,
I didn't know what in heck the
Teacher was talking about!

And every night,
I sweated over
homework on the
same impossible
subject matter!

So why do
you call
it a
"surprise
test"?!?

Because I PASSED!!



BERG'S-EYE-VIEW DEPT.

THE LIGHTER SIDE OF...

SUR

I tell you, Doctor,
even though I'm
dieting, I'm still
gaining weight!

You
might
be
pregnant!

WHAT?! THAT
CAN'T BE!!
I USE BIRTH
CONTROL PILLS!

That's not
a hundred
percent
certain!

Then what is? Abstinence!

Would you give me a
prescription for it?!

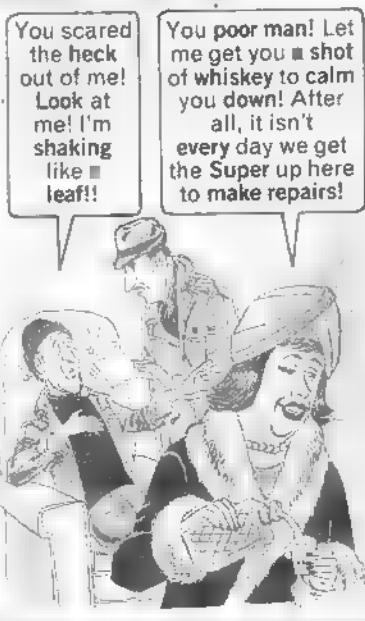
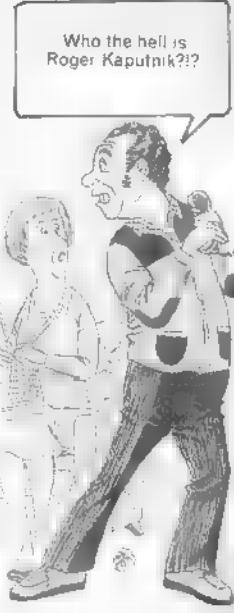
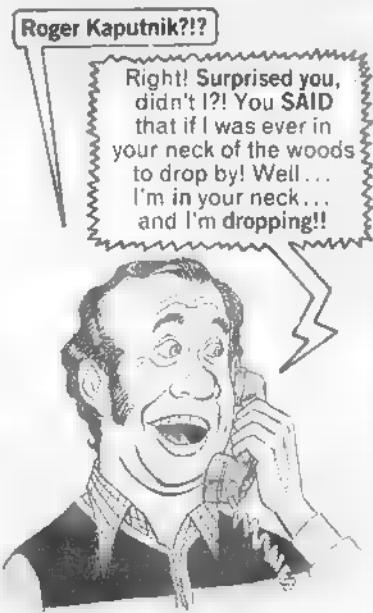




PRICES

ARTIST & WRITER:
DAVE BERG





Don't bother saying it! I know the routine by heart! You don't like the crowd I'm running around with!

And you think I've been popping qualudes... or smoking pot... or guzzling booze... or making out with some bum in the back seat of a car!

And I had you worried sick... and this is an ungodly hour for a girl my age to be coming home!

Oh...?? Were you out?!



YAAAH!

HA-HA!! That was hilarious! The look of surprise on your face was absolutely priceless!

But all kidding aside, this is the REAL Peanut Brittle I made for you! Tell me how you like it!

YECH! I'd rather have the can of snakes!!



Just wait, Mom, Dad! You're going to LOVE Millie! She's something that hardly exists today! An old-fashioned girl!

Hey, Millie! C'mon down! I've got a surprise for you!!

I'm coming, Darling!





ONE MAGICAL DAY IN MODERN BAGHDAD



PICK ACTS DEPT.

Remember the good old days of TV commercials when, in order to prove how good his product was, an advertiser used ■ knock "Brand X"? Well, if you've been watching the tube lately, you know that we don't have

"Brand X" to kick around anymore. No sir, nowadays ■ TV, advertisers kick around the real thing. For example, Lincoln kicks Cadillac, Pepsi kicks Coca-Cola, Pinto kicks all the other cars, and so on. It's all

COMPARISON IN EVERYDAY

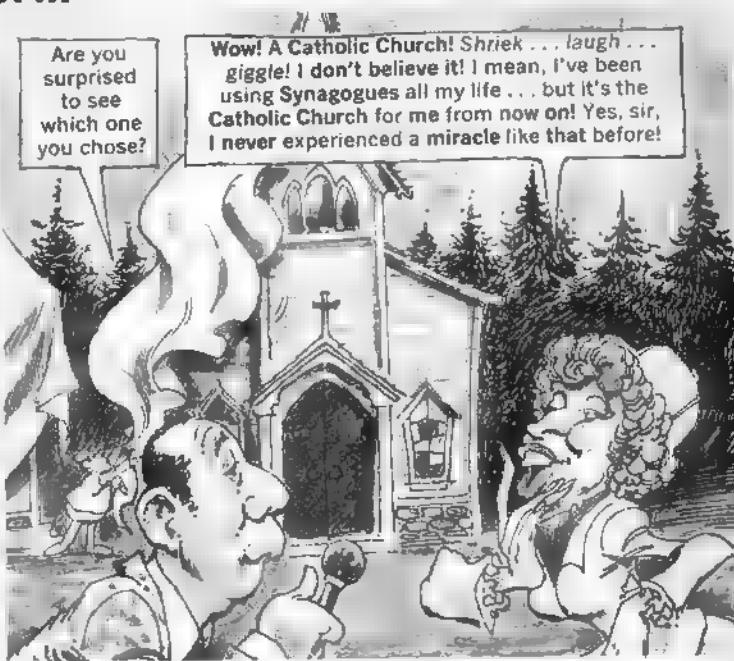
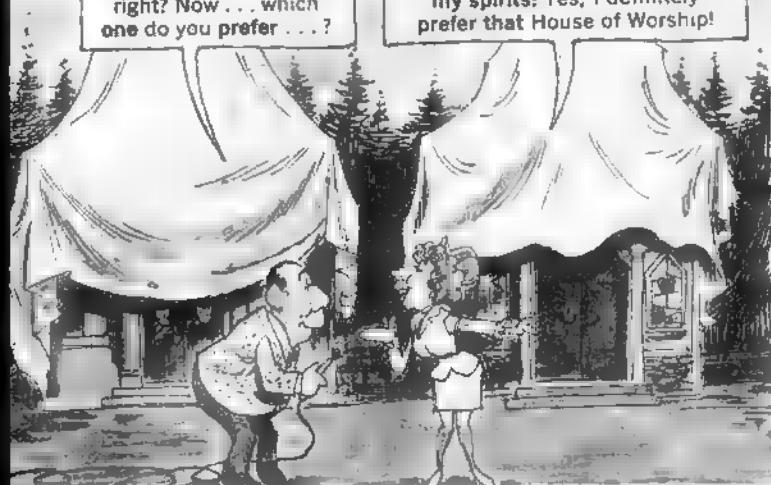
CHOOSING A HOUSE OF WORSHIP

Well, Mrs. Farber . . . you've spent an hour in both of these Houses of Worship! And you don't know which is which, right? Now . . . which one do you prefer . . . ?

Oh, there's no doubt about it! I found the one under that cloth much more uplifting! I mean, I was real depressed when I walked in, but that one really raised my spirits! Yes, I definitely prefer that House of Worship!

Are you surprised to see which one you chose?

Wow! A Catholic Church! Shriek . . . laugh . . . giggle! I don't believe it! I mean, I've been using Synagogues all my life . . . but it's the Catholic Church for me from now on! Yes, sir, I never experienced a miracle like that before!



SELECTING THE BEST SURGEON

Well, Mr. Gribbs, both of these Surgeons have performed exploratory surgery on you! You can't tell one from the other under those masks! Now . . . which one would you prefer to remove your inflamed appendix?

Oh, definitely that one! His touch was great and his cutting was smooth! Yeah, I choose him!

Why . . . it looks like you chose Dr. Finster!

Over Dr. Zetts?! You gotta be kidding! Chuckle . . . chuckle . . . I mean, I've been going to Dr. Zetts all my life! Why, he removed my hemorrhoids! He fixed my hernia! His pills always tasted milder! But now—well, I'm switching to Dr. Finster from here on in!

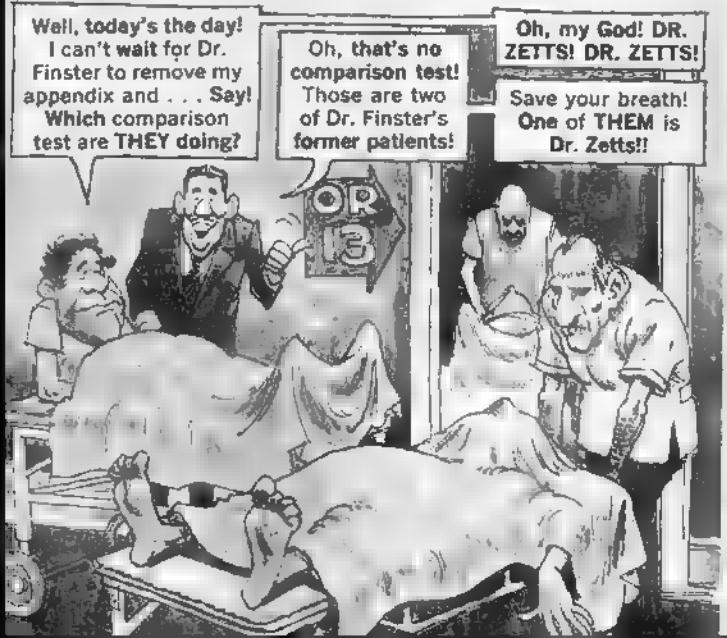


done through the ever-popular gimmick known as "The Comparison Test." Well, we got to thinking: What would happen if this device were to be carried over into other areas? For instance, let's take a MAD look at

TESTS Y LIFE

ARTIST: JACK RICKARD

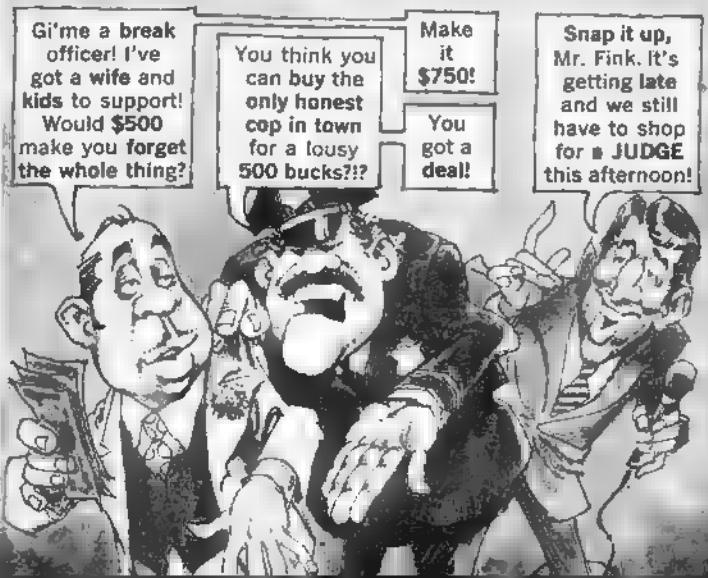
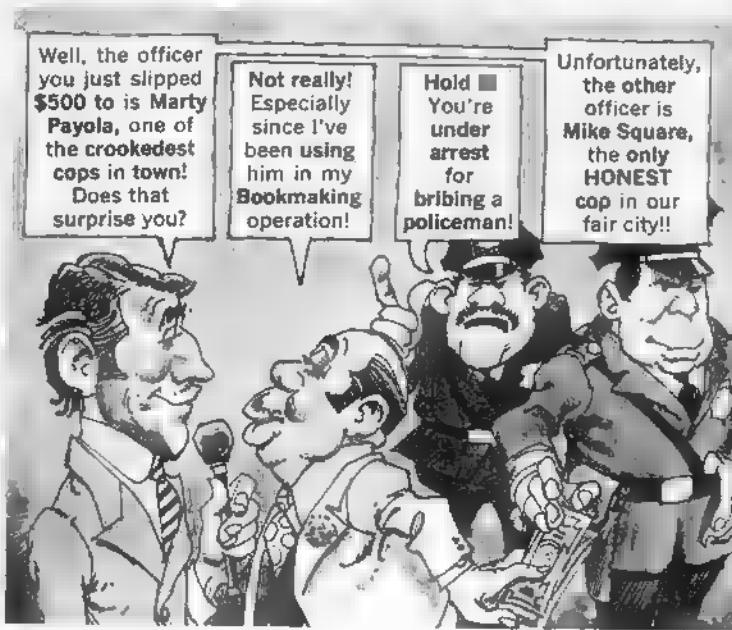
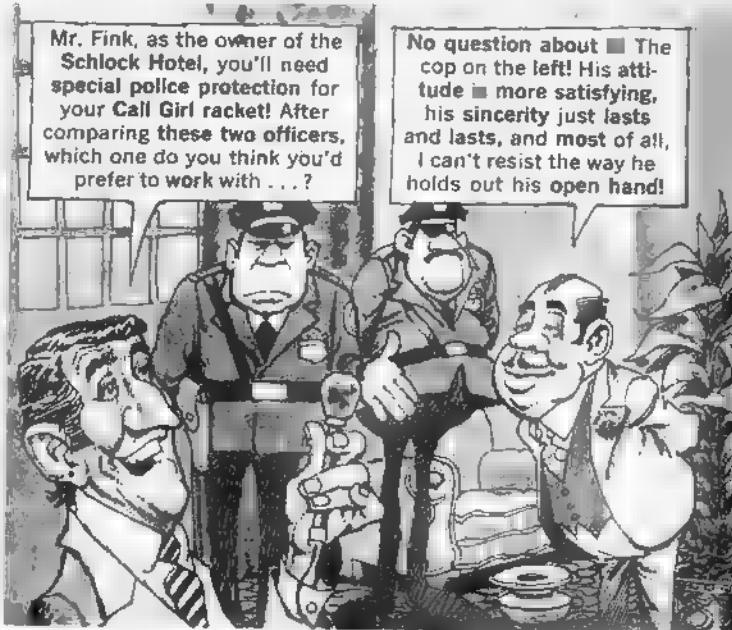
WRITER: LARRY SIEGEL



PICKING OUT THE RIGHT COP

Mr. Fink, as the owner of the Schlock Hotel, you'll need special police protection for your Call Girl racket! After comparing these two officers, which one do you think you'd prefer to work with . . . ?

No question about it! The cop on the left! His attitude is more satisfying, his sincerity just lasts and lasts, and most of all, I can't resist the way he holds out his open hand!

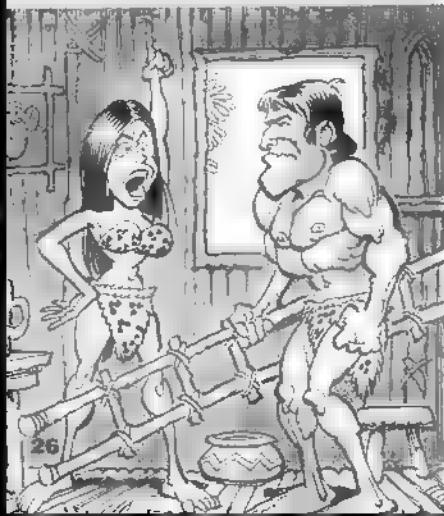


JUNGLE ROT DEPT.

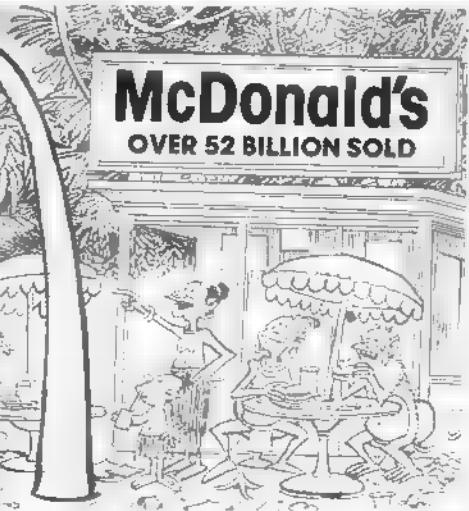
A MAD LOOK AT TARZA



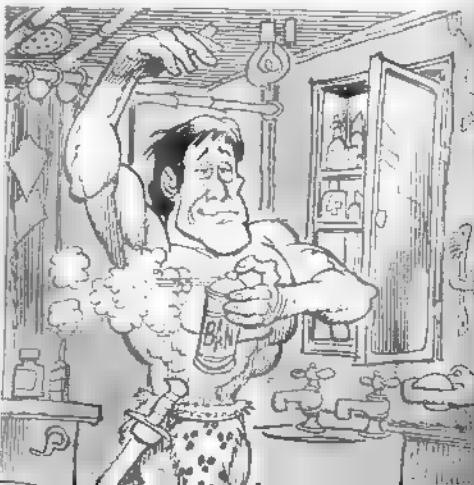
ARTIST: JACK DAVIS

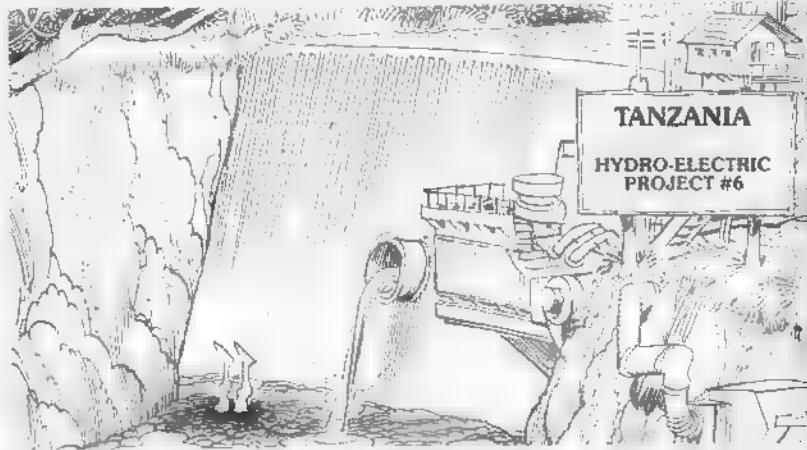
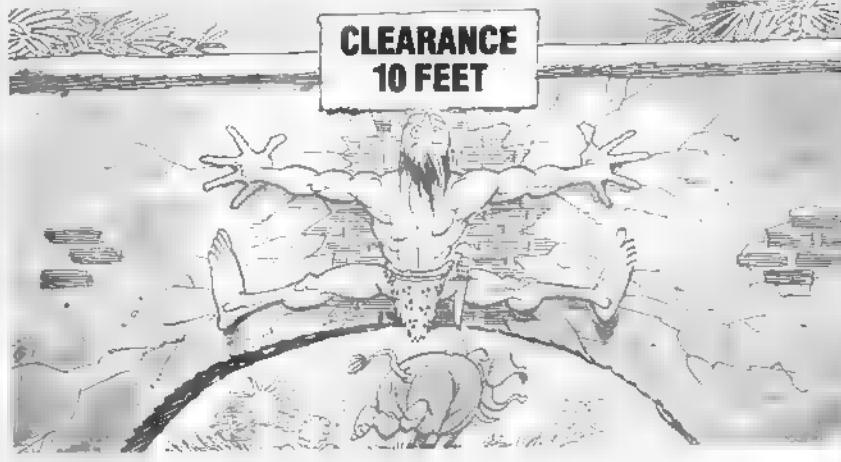
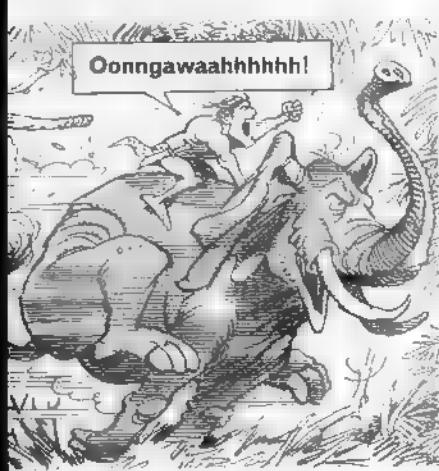


N...TODAY



WRITER: DON EDWING





LACK OF "PRO" CREATION DEPT.

Every Hollywood producer seems well aware of the current magic formula for achieving fame and fortune, especially fortune. First, develop a TV show that is capable of staying on the air for more than 13 weeks. Second, wait until the minor characters, as well as the stars, have become familiar to the audience. Third, remove all of the minor characters from the original show and make them stars of their own spin-off series. This formula has worked so well for the Norman Lear and Mary Tyler Moore organizations that even their spin-offs now have spin-offs. Sadly for those of us who are mere viewers, the end of the spin-off mania may not even be in sight. There are still lots of performers lurking in lesser roles on successful shows who could pop up at any time in weekly series of their own. MAD envisions what may soon be cluttering up the tube when we are all forcefully exposed to the next round of...

TV SPIN-OFFS YET TO COME

ARTIST: HARRY NORTH, ESQ.

WRITER: TOM KOCH



SQUIGGY

The annoying little cretin of the "Laverne and Shirley" cast turns up with a show of his own this season. Network officials who already have screened the early episodes proclaim, "It's a laugh riot, as any show would naturally be when it centers around the antics of a mental deficient who drives a beer truck in Milwaukee during the 1950's." This contention is borne out in the series premiere entitled "Squiggy Goes Bowling," which features Squiggy going bowling. Brags Executive Producer Tinker Bell Grant, "That episode is authentic as well as funny, because bowling was a thing they really did in parts of the Midwest in those days. You'd never see a comedy routine about it on 'Hawaii Five-O', because bowling isn't that big out there." Grant added that other 50's Midwestern subjects are slated for future episodes, like Winter Weather and Lake Erie.

ABC-Thursday, 8 P.M.

STAVROS

With TV violence somewhat curtailed, sadistic viewers can now get their kicks from the cruel humiliation featured in this new police drama. Spun off from "Kojak", the series follows the career of a fat, sweaty, middle-aged detective who is struggling to keep his job until he can reach retirement age, despite the sarcastic bullying of his superiors. Explains one network official, "People are fed up with TV super-cops who just say dumb things like 'Who loves, ya, Baby?' That's why the only catchy phrases you will hear Stavros using repeatedly are, 'Yes, Sir,' and 'Right away, Sir.' That's the kind of dialogue most schmucks can identify with." The new series will kick off with a special two-hour episode in which Stavros carefully waters his plants at the office, spills mustard all over his tie at lunch, and then he gets trapped in a squad car when his stomach is hopelessly lodged under the steering wheel.

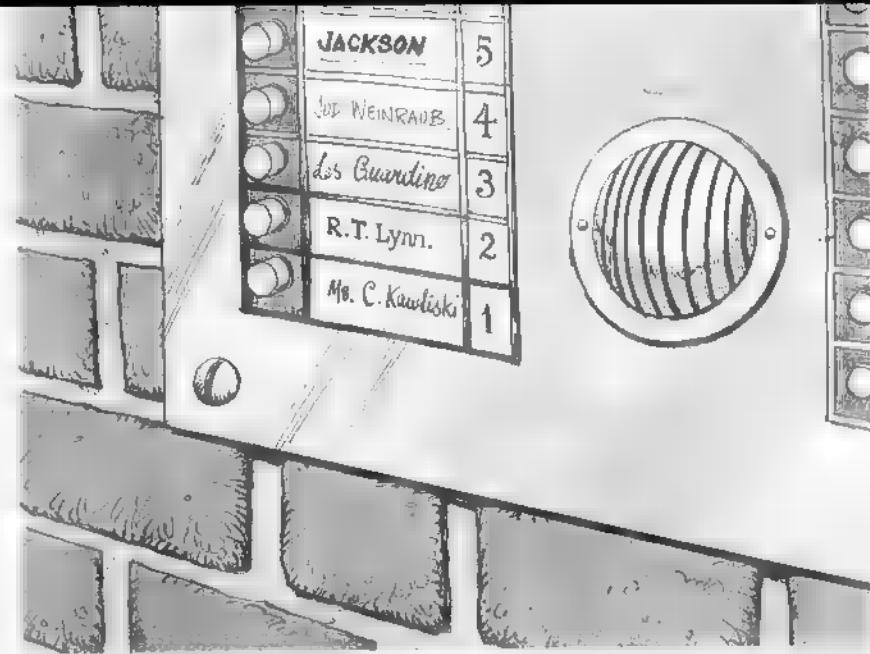
CBS-Sunday, 10 P.M.



CARLTON

This bright new comedy spin-off dramatizes the always amusing story of an alcoholic doorman whose losing battle with liquor is causing him to mess up his job at a second rate New York apartment building. Retaining the novel idea first developed on "Rhoda", Carlton will continue to deliver all of his lines over the inter-com of the building, and will never be seen. Explains an associate producer, "We're convinced that keeping the star out of view is our hottest gimmick. We let each member of the audience form a mental picture of what he looks like. And that's the newest brainstorm to hit show business since radio had the exact same thing 50 years ago." As a "Rhoda" spin-off, this new offering will feature many of the characters who already have been dropped from the parent show, including Rhoda's former husband, Brenda's former father and Rhoda's former husband's former business associates.

CBS-Monday, 11:30 P.M.



WELCOME BACK, HORSHACK

The weirdest of Kotter's "Sweat Hogs" breaks away from the parent show this year to try to make it on his own in a weekly spin-off series. The creators of "Welcome Back, Kotter", who freely admit that they never tamper with a successful idea once they've finally thought of it, will use the same basic premise for "Welcome Back, Horshack." The star will portray a teen-age volunteer who works part-time at the same nursery school for incorrigibles that he had attended many years before. The stories will deal chiefly with Horshack's efforts to ride herd on the "Sweat-Piglets", as they have been nicknamed by their more studious classmates. The new show will also resemble "Kotter" in another key respect. Gabe Kaplan plans to make a special cameo appearance each week and interrupt the story by doing a five-minute monologue that has nothing to do with the plot.

ABC-Saturday, 4:30 P.M.



THE TRULY ODD COUPLE

After several years together on "M*A*S*H", where they portrayed the only two enlisted men in the Korean War, Corporals Klinger and Radar O'Reilly team up again in this hilarious spin-off. Sharing a New York apartment after their release from the Army, Radar and Klinger embark on a series of zany escapades that could only occur when two single men live together, and one of them wears high heels and earrings. Says long time associate Alan Alda, "Having Klinger appear as a transvestite on one of the 'M*A*S*H' episodes was no big thing because we took it for granted that every unit in the Korean War had a few guys who wore women's clothing. It gets funnier in a New York setting, where Radar uses his Army training to become an executive file clerk, while Klinger in his party dress hangs out on Times Square making a lot of new friends."

CBS-Saturday, 9:30 P.M.



ROOSTER

"Baretta" fans will be thrilled to learn that the show's colorful informer and all-around fink, Rooster, spins off for an adventure series of his own this year. Noted for his bizarre wardrobe and the bizarre women who follow him around, Rooster will retain most of his "Baretta" characteristics, including the ability to recite dialogue in a jive jargon that no one in the audience can decipher. The only thing he'll change on the new show is his occupation. The network insists that he switch to private eye from whatever questionable thing he did for a living on "Baretta". However, we are assured that he will remain the same boastful, slimy, untrustworthy vulture that has made him such a favorite with viewers. In the opening episode of "Rooster", we are introduced to the star in his new detective role as he tries to tail a dangerous suspect without attracting suspicion while he is dressed in a gold lame jump suit, a rhinestone sombrero and zebra skin elevator shoes.

NBC-Wednesday, 2 A.M.



JEDEDIAH JONES

Buddy Ebbtide appears to have found a way to unload the smart-alecky kid who has been portraying his nephew on the "Barnaby Jones" series. This season, young Jedediah will launch his own show, playing the same girl-crazy klutz who has become such a pain in the neck to the "Barnaby" cast. Says Ebbtide, "The new show will have only one change in the types of plots that are developed. Since I won't be there every week to bail out Jedediah out of the jams he gets into, he'll just have to stay in them. For example, the first episode has Jedediah trying to make out with a gangster's girl friend, and getting buried at sea in a block of cement when the gangster catches him." Ebbtide admits this leaves the new spin-off with no possible 2nd episode, but he doubts that the show will be around long enough to need one.

CBS-Tuesday, 10 P.M.



WOJOHOWICZ

Sensing that there is something intrinsically funny about an intolerant police officer who is also Polish, the producers of "Barney Miller" are giving Detective Wojohowicz his own show this year. Enthusiastically Program Creator Danny Fordyce, "The great thing about Wojo is that he's not just a one-dimensional character. Besides his amusing narrow mindedness, he can also give us a million laughs with his stupidity and his loutish manner. Wojo is a walking ethnic joke which I'm sure the Polacks as well as normal people will find hilarious." Fordyce said that he also has solved the problem of having Wojo on a new show where he'll be removed from his former cronies on "Barney Miller". Wojo will do some old George Jessel routines in which he pretends to have a weekly phone conversation with his mother in Warsaw.

NBC-Friday, 9:30 P.M.

STILL MORE OSMONDS YET



The 14 brothers and sisters of Donny and Marie who never had the slightest desire to enter show business will do so anyway this season. Ranging in age from three to 47, the new stars all share an amazing lack of ability to sing, dance or appear in sketches. Says the family's business manager, Seymour Sibling, "The new Osmonds will rely on the same kind of mindless chatter that made Donny and Marie the nation's sweethearts. However, the comedy topics will be less offensive to our conservative viewers. No more talk about Donny's purple socks or similar articles of intimate clothing. Instead, all the jokes will deal mostly with subjects like Zep-pelin racing, the Homestead Act of 1862 and what to do with pickled beets." In the only scheduled musical feature on the new show, 39-year-old Skippy Osmond will pound a brass drum each week while his four-year-old sister, Lucretia, recites the lyrics of beloved foreign Christmas Carols.

ABC-Wednesday, 8:30 P.M.

BOSLEY

The only male regular on "Charlie's Angels" gets a chance to headline his own show this year. At the star's request, the only other members of the "Bosley" cast will be a 97-year-old woman with no teeth, an unbathed wolf-boy and a badly deformed Amazonian head hunter. Explains the new show's producer. "Our main character feels that his acting ability has gone completely unnoticed on 'Charlie's Angels' because every one of the scenes was loused up by the presence of a bunch of sexy girls. I agree that brilliant acting can go to waste when the viewers are forced to watch voluptuous young women run around in scanty clothing at the same time." Hoping to escape the inevitable "girly show" image that continues to plague "Charlie's Angels", the new spin-off will begin with a two-parter filmed at a Japanese Sumo wrestlers' training camp. The story deals with thirty-two fat, ugly men who are all suspected of killing a homely male cocker spaniel.

ABC-Wednesday, 9:30 A.M.



PRIME TIME SERMONETTE

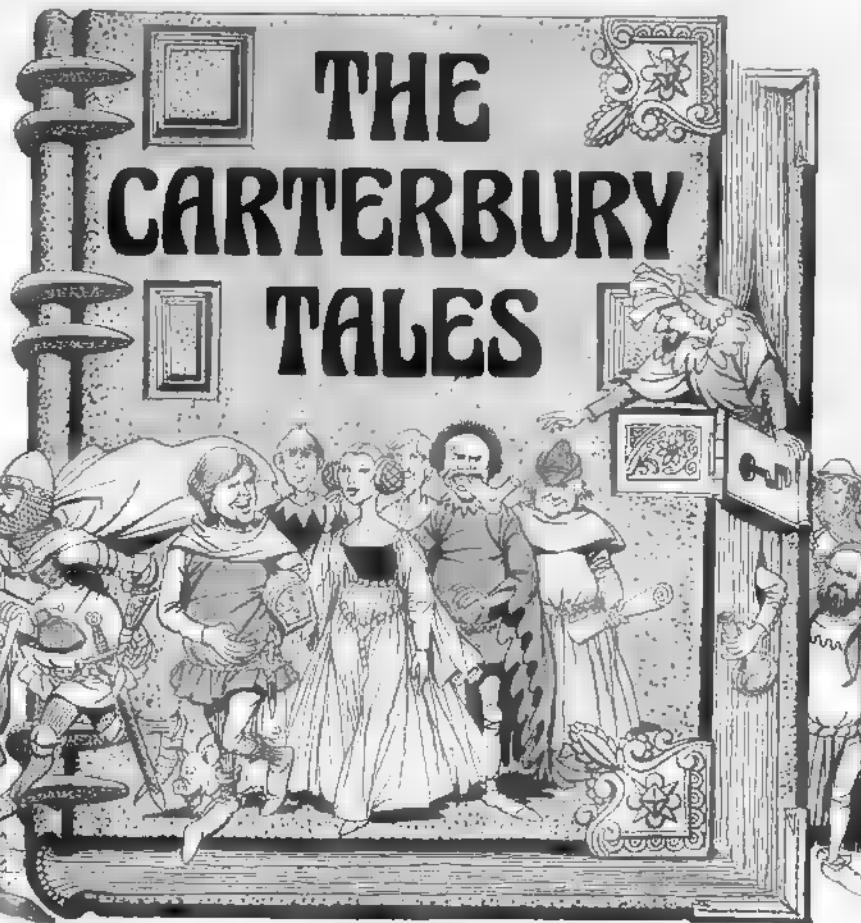


With the ratings on its late night "Sign-Off Sermonette" having climbed from 0.01 in 1952 all the way up to 0.03 last season, NBC has now decided to launch another religious program in the vital 8:57-to-8:59 P.M. time slot. Reverend Crawswick Grimwald, who anchors "Sign-Off Sermonette," will also star in the new show. However, the network has asked Reverend Grimwald to "doll up his act" for the bigger prime time audience. "Grimwald's a Methodist," apologized one NBC spokesman. "That may be okay for late at night, but the prime time viewers want hokey, crackpot religions because they're funnier. Also we're getting an acid rock group to provide background music instead of that stodgy organist the Reverend's been using." The network has also gone out of its way to book numerous guest stars for "Prime Time Sermonette," including Redd Foxx, Zsa Zsa Gabor, and the Muppets, but hasn't announced just what type of religious entertainment they plan to provide.

NBC-Nightly, 8:57 P.M.

THE PEOPLE'S CHAUCER DEPT.

In case you were lucky, and you never had to suffer through Chaucer's "Canterbury Tales" in English Lit I, it was about a group of people taking a trip. (Not that kind of trip, you dummy! This one was on horses!) Since this trip happened before the invention of inflight movies, stereo and airline stewardesses, the travelers had to amuse themselves by exchanging stories. Today, however, the only place where people still talk for amusement is in Washington, D.C. So if Chaucer were around today, we'd probably be reading:



Heere Begynneheth The Booke Of The Tales of Carterbury

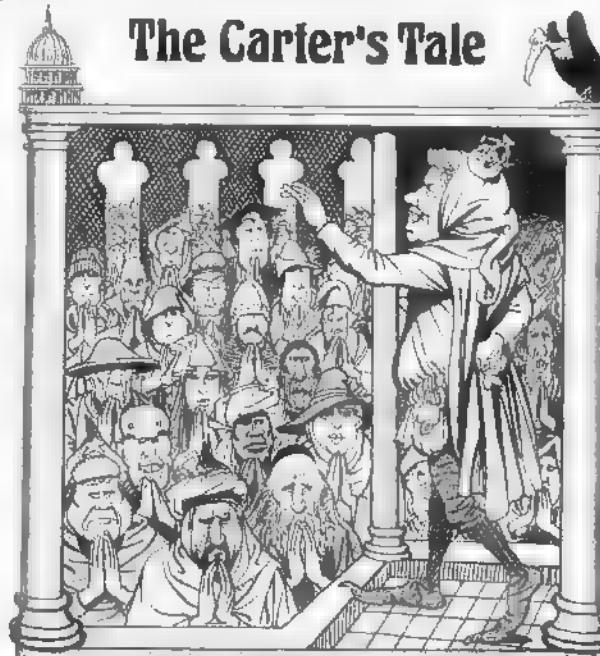
The Prologue



When the lonna speechys of Novymbyr finallee endyd
And the tyrd votyrs to the pollis they wenddyd.
They crownyd with vyceree by a countree myle
The candide wylth the "Watt—Me Worree?" smyle.

1. Fyrst worne by Alfryd, the Earl of Neuman

The Carter's Tale



To be Presydent the Carter lustyd:
"A rebornne Chrystyan can be trustyd
Never a lye to tell!" quoth he.
But hys fyngrys were crossyd, unfortunatelee.

The Lance's Tale



A dyshonyst bankerre wuld by incompyntynt
To balance the Budgette for the Guvrnmynt.
So the Lance resynyd undyr a suspyshus cloudde.²
But his President sayde. "Lance, uv yew I am prouddel!"

2. A formayshun uxualee locaytd over Washington, D.C.

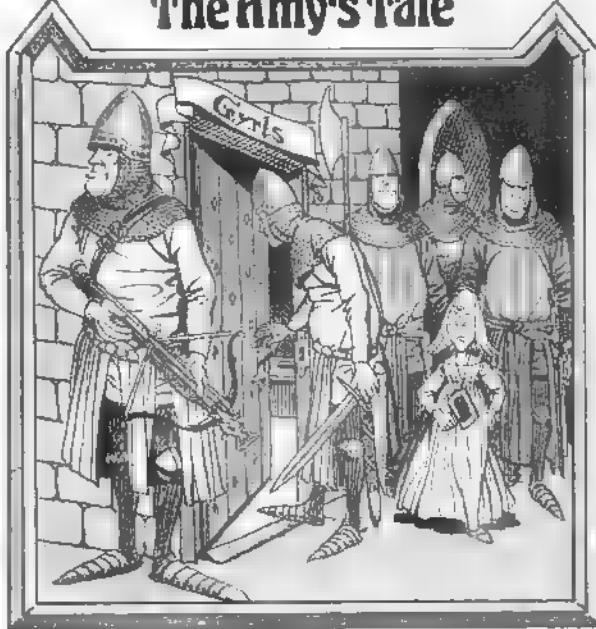
The Kennedy's Tale



The Kennedy, a powyfull Senatyr ■ Washyngton Towne.
Claymyd he wantyd not the Carter's crownne,
And sayde. "To mye President I wyll remayne loyalle!"
Butt from hym, the Carter exycts a screwyng royalle.³

3. A straynge maladie that affets all Presidents
when confrantyd with a Kennedy.

The Amy's Tale



A Publyc Schoole us whyre the Amy wentt.
Althoodeh her Daddee was the President.
The Secryt Servyce facyd each daye wyth gloome:
They hatyd those tryps to the Lyttle Gyrls Roome.

5. An yndoor outhouse.

The Reagan's Tale



To lyve in the Whyte House the Reagan doth dreeme:
In Calyfornya he syts and contynues to scheeme
Agaynst the Carter, the Ford and the Connally
So he canne wyn one for the Gypper, finallee.⁶

6. In Auncynt tymes, the battle crye for the Fyghting Irysh,
Ioyr repluycyd bye "We're numbyr one!"

The Mondale's Tale



The Mondale ys the President's leftt hande mann;
The Carter pykyd hym when he rann.
Quoth Mondale, "In D.C., I fyndeth no joye,
Because I'm no dung-kyng, goode ole boye!"

The Jordan's Tale



The President the Jordan advysys:
Hys opynyons the Carter prysys;
He ys a mann hys leadyr can trustt;
Too badde he's obsyssyd wytth the female busit.⁴

4. Sometyme confusyd wytth the Pyramyds.

The Billy's Tale



The Billy he pumpyn pytrol in Playns,
And actyn lyke a clodde wythoutte anee brayns.
The peopple sayde, "Too much canns of beer he drankke."
Butt Billy he laughyn all the waye to the bankke.

The Jody's Tale

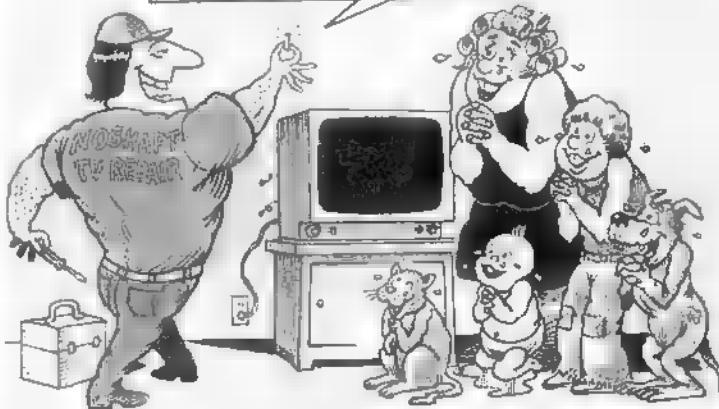


When the Jody launchyd hys fyree attackke,
The scrybes uv Washyngton werre takyn abackke.
"You all are agaynst us!" the Jody dyd roarre:
Now, wherre dyd we hyrre that refrayn before?

EVERYDAY SCENES

ARTIST: AL JAFFEE

No problem! It was only the fuse that blew! That'll cost you thirty cents!



I can't believe it! First, the windows leaked! Then, the brakes went! And now the wipers don't work! And it's a new 1979 car? Well, you just leave it here, go out into the showroom, and pick out another new one for yourself!!



You were doing 65 in a 30 mile zone . . . and you have a bumper sticker that says, "All Cops Are Pigs"! Well, I admire a man with guts who sticks to his convictions, so I'm letting you off! Just slow down a little, huh . . . and have a good day!



I accidentally tore the cover of that magazine I delivered yesterday, so I went out and bought you a perfect copy!



Not one student did well on this math exam!! How could I have given such a difficult test??!



There are four people waiting in line, Hodges! Don't just stand there! Open another register!



WE'D LOVE TO SEE

WRITER: DICK DE BARTOLO

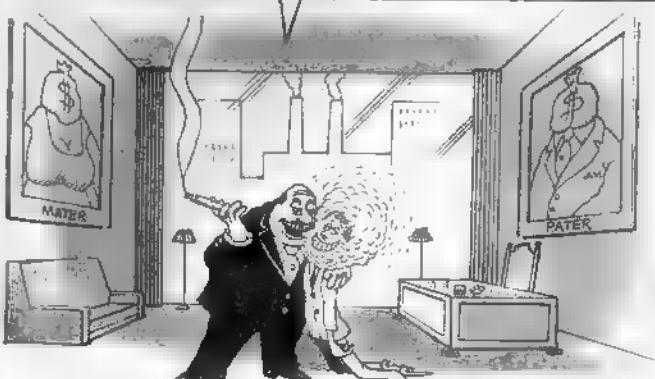
But, Madam! You've only tried on three pair of shoes! Are you sure you want to make your decision without trying on a few more pairs?!



I asked you all to write a composition entitled, "My Summer Vacation", . . . and Johnny Wilson wrote just three words: "I had fun!" Now, that's what I call concise and to the point!



Jenkins, you silly goose! Why didn't you tell me it's over six months since your last raise? As of the first, you get an increase! And please . . . remind me again ■ six months!!



"I found your wallet with your credit cards and cash. Hope you don't mind, but I had to use 59¢ of the \$130 in cash to pay for the postage to mail everything back to you . . ."



Okay, so you don't have your sales receipt! And you threw out the box it came in! Don't worry! Here's your refund!



Listen, you don't have to take me to dinner and ■ movie! Can't we just go to your place and make out?



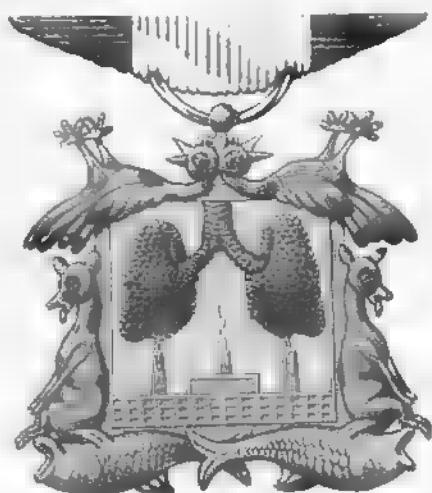
GIVIN' 'EM A RIBBIN' DEPT.

Why restrict the awarding of medals to the military? After all, Civilians perform heroic acts while fighting life's daily battles as well! Let's recognize them with

THIS ISSUE'S PROPOSED MAD MEDALS

... TO BE PRESENTED TO DESERVING CORPORATE EXECUTIVES

**THE BLACK LUNG
MEDAL**



Awarded ■ Corporate Executives for outstanding service to stockholders ■ protecting their annual dividends by effectively avoiding and delaying the installation of those costly, but much-needed "anti-pollution devices."

**THE NO-FRILLS
PRODUCT AWARD**



Presented to Corporation Executives who display noteworthy ingenuity in cutting costs of manufacturing their products by reducing the quality of workmanship in them . . . thus avoiding having to raise prices to consumers.

**THE HANDOUT OF
FRIENDSHIP MEDAL**



For service above and beyond the call of any corporate duty—by brilliantly disguising campaign contributions and cash gifts to legislators in order to influence votes favorable to the company in any matters that may come up.

**THE FRAMMIS AND
GRIBBISH AWARD**



For brilliant achievement, consisting of introducing colorful made-up words into Warranties and Guarantees, thus affording the consumer an interesting language experience, even if he does not actually understand the meanings.

**THE DISTINGUISHED
FLYING MEDAL**



Awarded to any Corporate Officer who courageously makes use of the Company Jet ■ fly to a major sporting event, and then writes it off as a business trip . . . so that every taxpayer helps pay for it, not just the stockholders.



OUT OF ODOR DEPT.

Modern science has come up with a fantastic new gimmick: a strip of paper...chemically treated so when you rub it with your fingernail, an aroma is released. These so-called "Scratch 'n' Sniff" strips are being used by perfume makers to provide samples of their products, and by publishers to create scented books and magazines. Now people who've lived in Kansas all their lives can experience the smell of the ocean, city dwellers can enjoy the fragrance of a cow pasture, and millions of men can thrill to the erotic odor of Farrah Fawcett's armpit without even dating her. We here at MAD are so excited over this big scientific development that we have gone to great effort and expense to imprint these 3 pages with various aromas so that we can share with our readers the thrill of this great invention. Herewith is a selection of



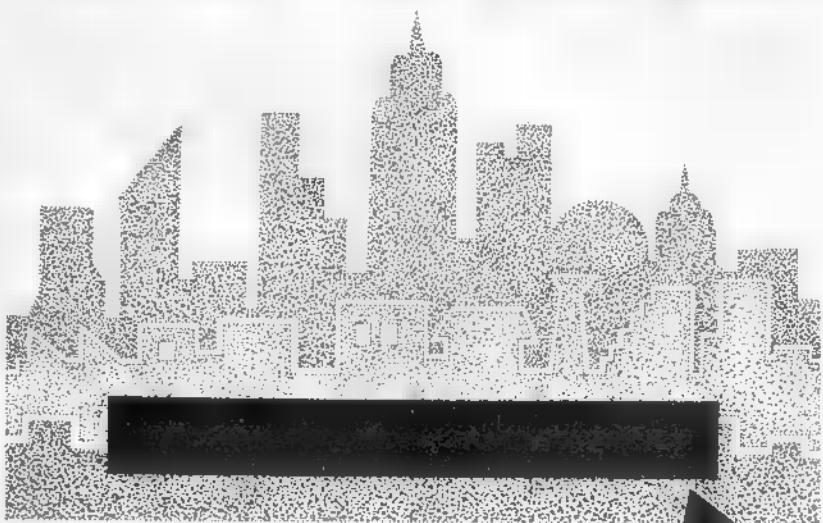
MAD
"SCRATCH 'N' SNIFF"
STRIPS

TO THOROUGHLY
ENJOY STRIPS

* SCRAPE THE BLACK RECTANGLES
FIRMLY WITH YOUR FINGERNAIL

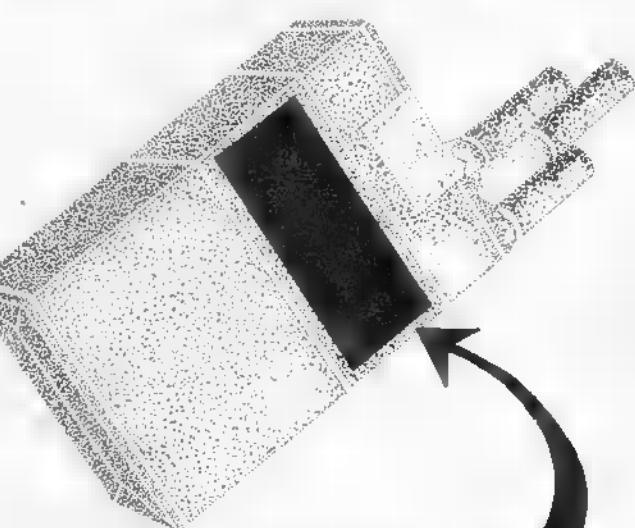
* HOLD PAGE APPROXIMATELY
3 to 4 INCHES FROM NOSE

* INHALE
DEEPLY

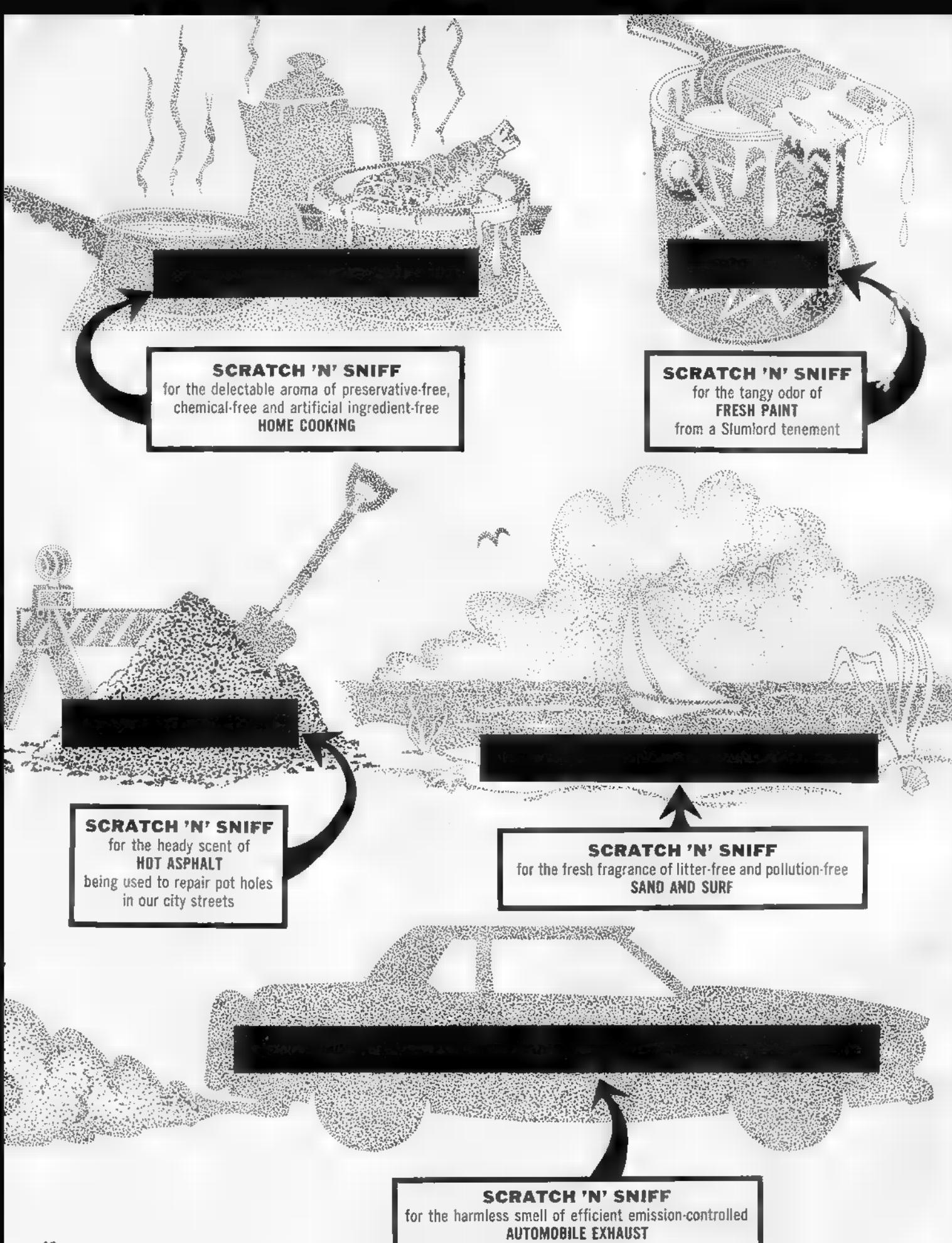


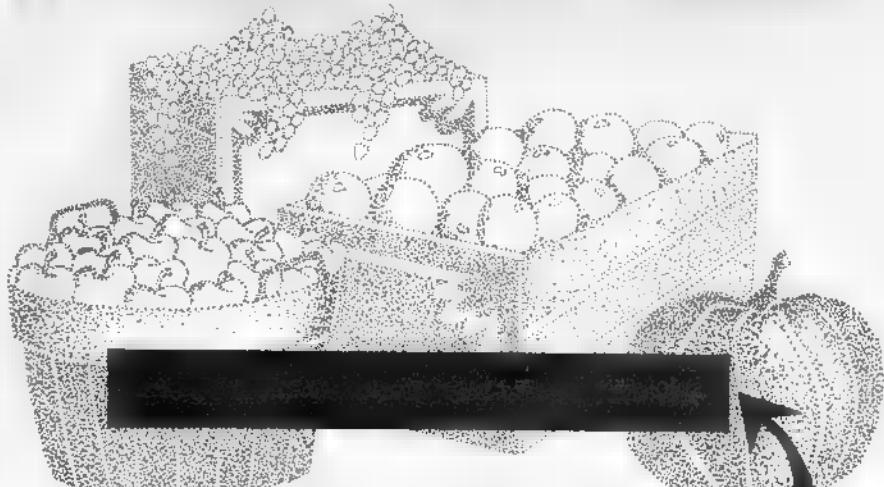
SCRATCH 'N' SNIFF
for the wholesome, invigorating smell of
CLEAN CITY AIR

ARTIST & WRITER:
HENRY CLARK



SCRATCH 'N' SNIFF
for a soothing aromatic sniff of
SAFE CIGARETTE SMOKE

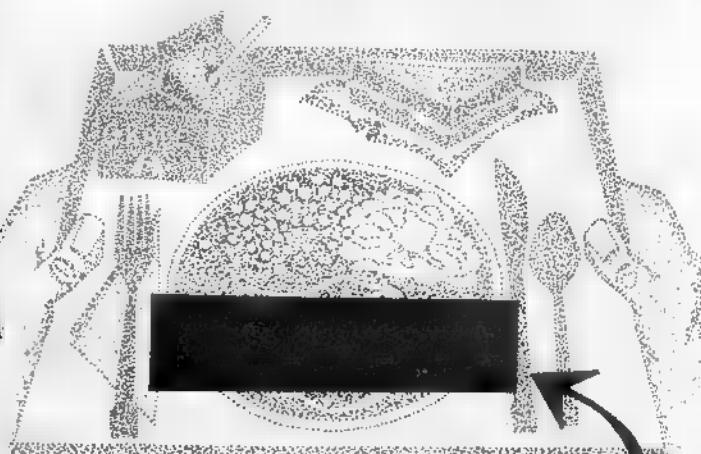




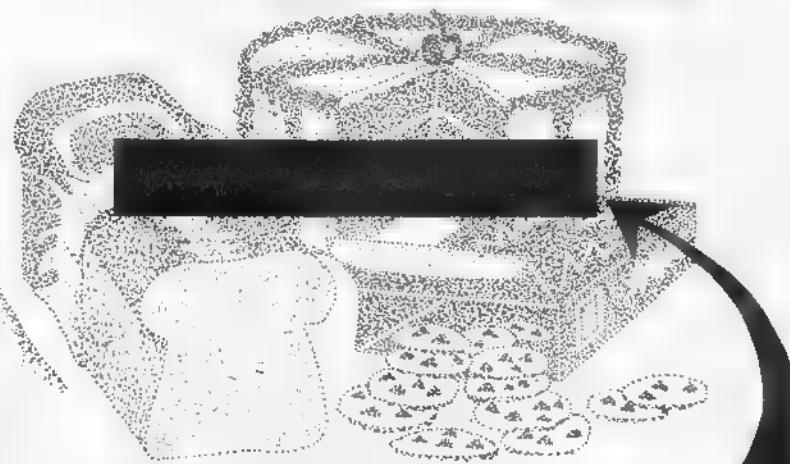
SCRATCH 'N' SNIFF
for the savory smell of chemical-and-pesticide-free
FARM PRODUCTS



SCRATCH 'N' SNIFF
for the smell of good, honest
sweat from the hallowed
HALLS OF CONGRESS



SCRATCH 'N' SNIFF
for the mouth-watering aroma of a
DELICIOUS SCHOOL LUNCH



SCRATCH 'N' SNIFF
for the fresh wholesome appetizing aroma of
NUTRITIOUS PACKAGED BREADS AND CAKES



SCRATCH 'N' SNIFF
for the mint-clean smell of a
brand new inflation-free
DOLLAR BILL

MAD

0000OPS!!!

It seemed like a good idea at the time, but MAD's Research Department tried and tried...and it just couldn't come up with even a small sample of any of these smells! We are running the article anyway, because we had to fill up the space! But even if you scratch your finger to the bone and inhale so deeply you get ■ nosebleed you ain't gonna smell a thing!

Sorry about that!
THE EDITORS

ECCH-TACHROME DEPT.

Ever since the movies were born, a popular gimmick has been to state in the ads for suspense films: "No One Admitted To The Theater During The Last 20 minutes Of This Film!" or "No One Admitted To The Theater During The First 10 Minutes Of This Film!" Well, we recently saw a sordid stinker whose ad statement *should* have been, "No One Admitted To The Theater Before, During Or After This Film!" Here's MAD's version of



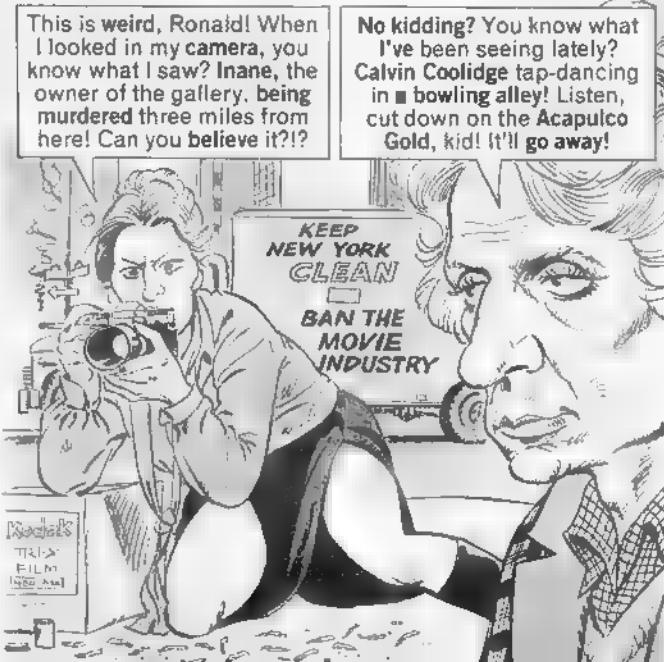
THE EYES OF LURID MESS

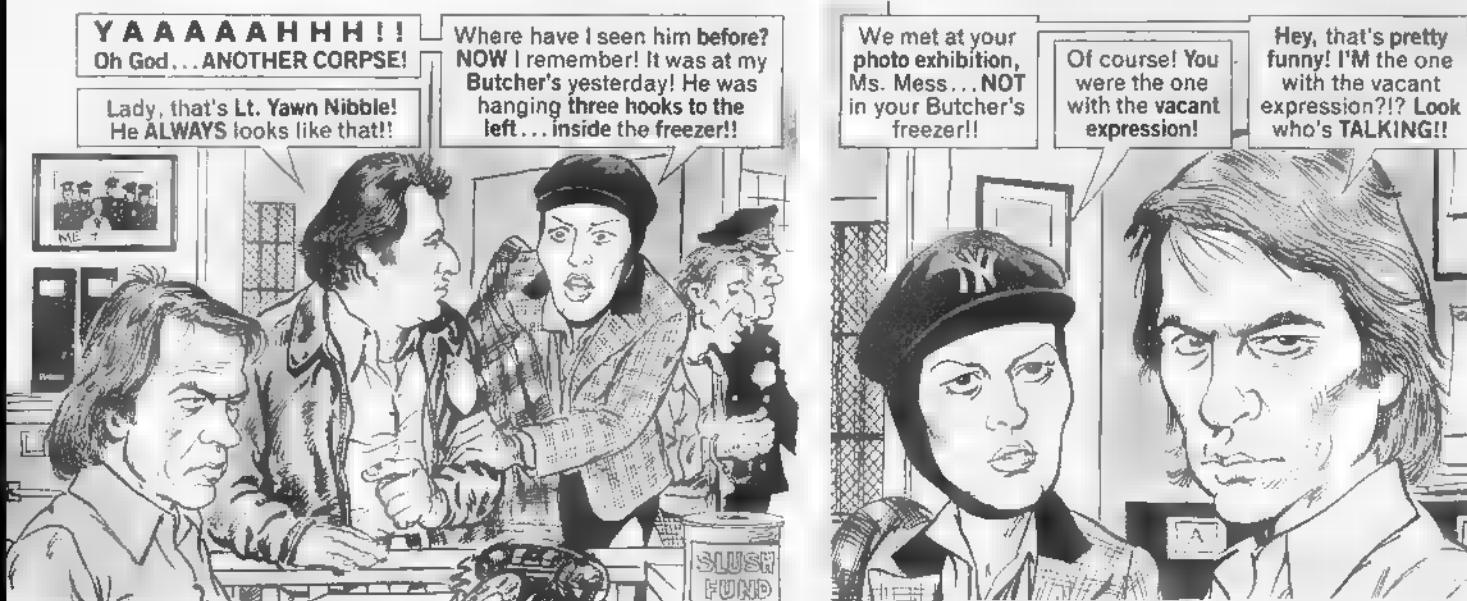


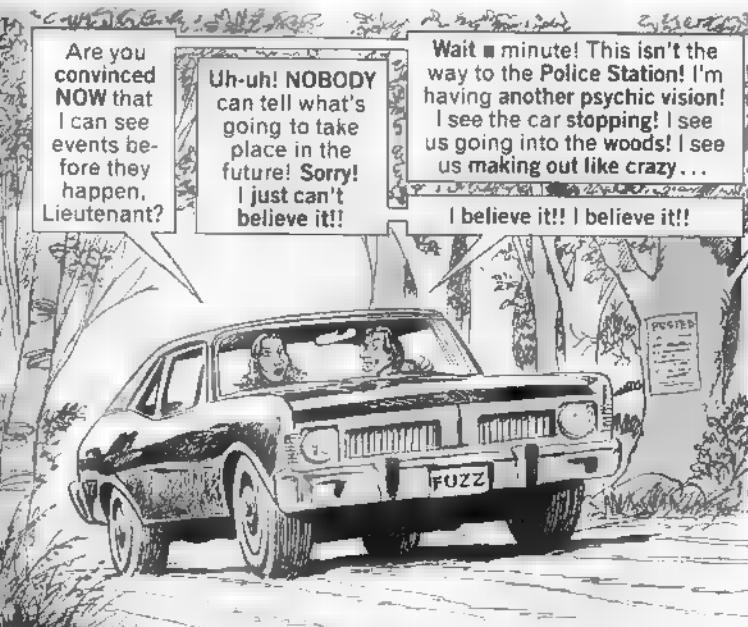
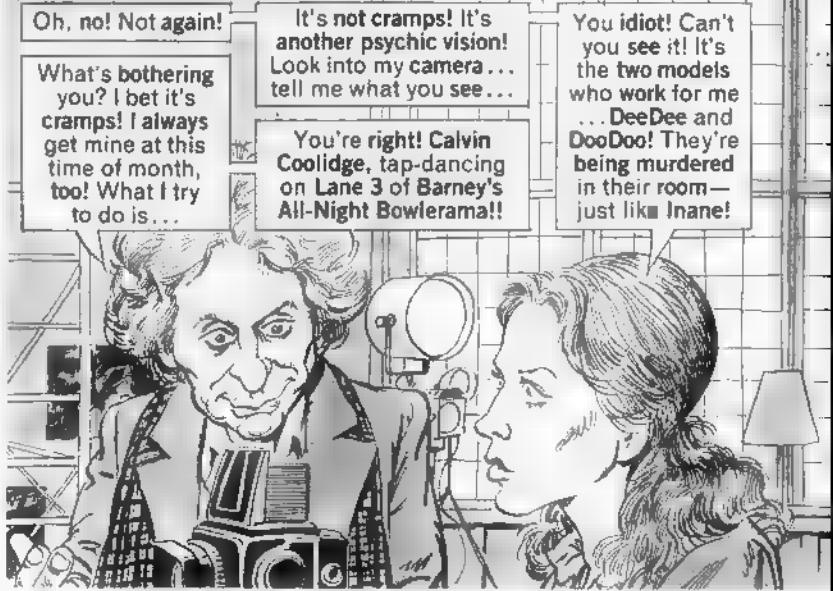
ARTIST: ANGELO TORRES



WRITER: LARRY SIEGEL







Sorry I'm late for the party, Ronald, but I just got a call from my ex-Husband, Microbe! He's in some kind of trouble! He must see me! You don't mind if he meets me here, do you?

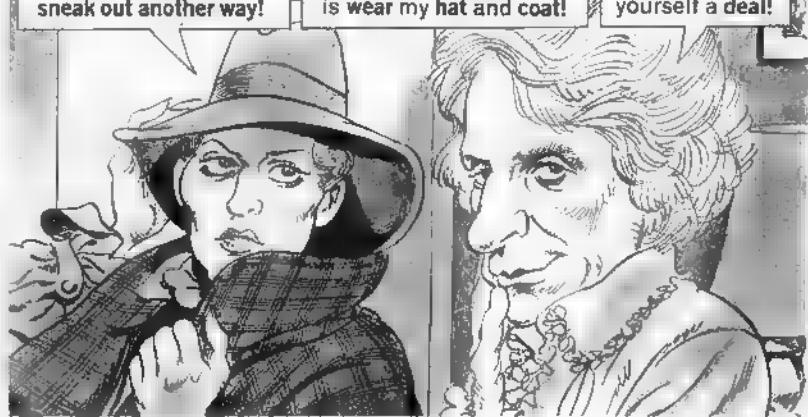
Lurid, how COULD you?! This is a Bridal Shower for Brucie and Irwin! You KNOW men aren't invited!!

Okay, I'll meet him at my place! But there are cops outside, guarding me! They mustn't follow me to Microbe! If you act as a decoy, I can sneak out another way!

You want me to break the law?! Act like a common criminal?! No way, Lovel Not in a million years!

Please! All you have to do is wear my hat and coat!

Throw in your suede wedgies and your cunning sandalfoot nylon pantyhose, and you've got yourself a deal!



Here comes that Lurid Mess broad! Hey, you notice anything different about her?!!

Yeah! For some reason, she looks a little more FEMININE than usual!



My trick worked! Now to get to my apartment and —Oh, God! I just had another psychic vision!

The killer has Ronald trapped in an elevator! I must save him!



Ronald! Ronald!
Am I too late?!!

I wouldn't go in there if I were you, Ma'am! It's SICKENING!!



He died in horrible death?

For New York...average! But that Lawrence Welk Medley on the elevator's Muzak...YECCCCCCCCHHH!

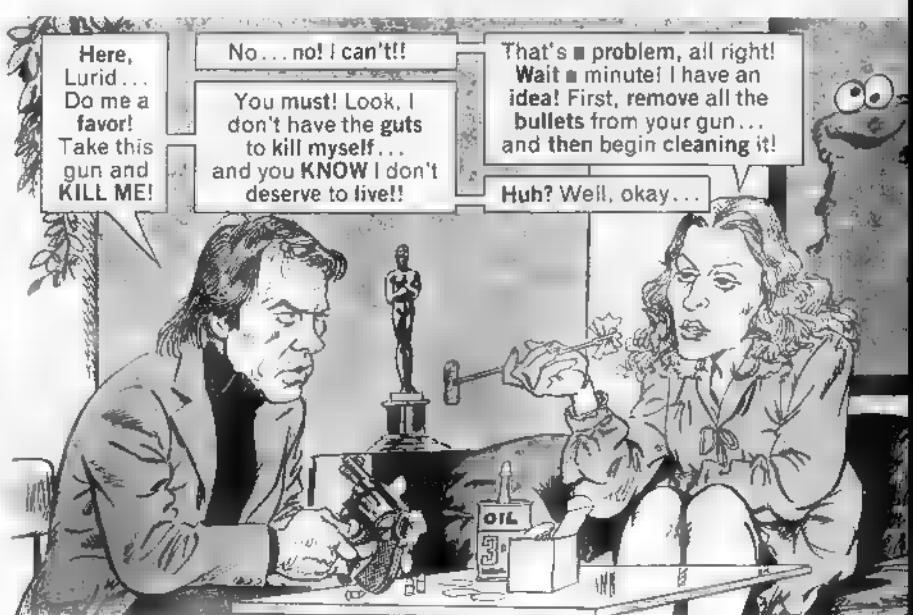
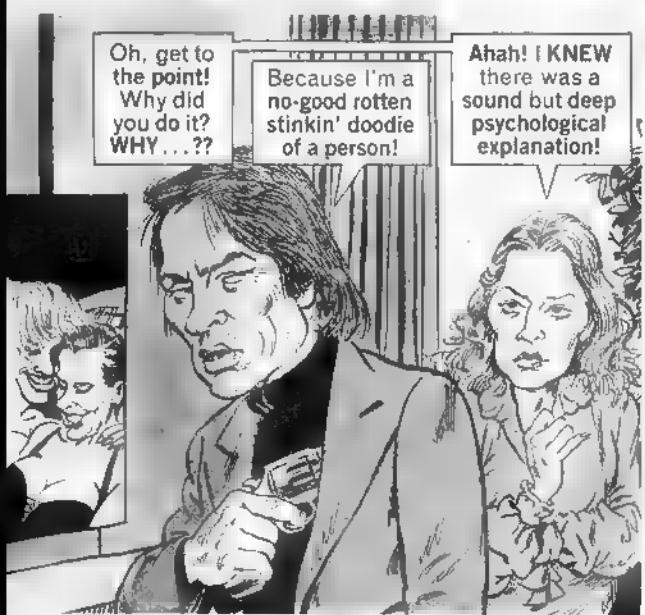
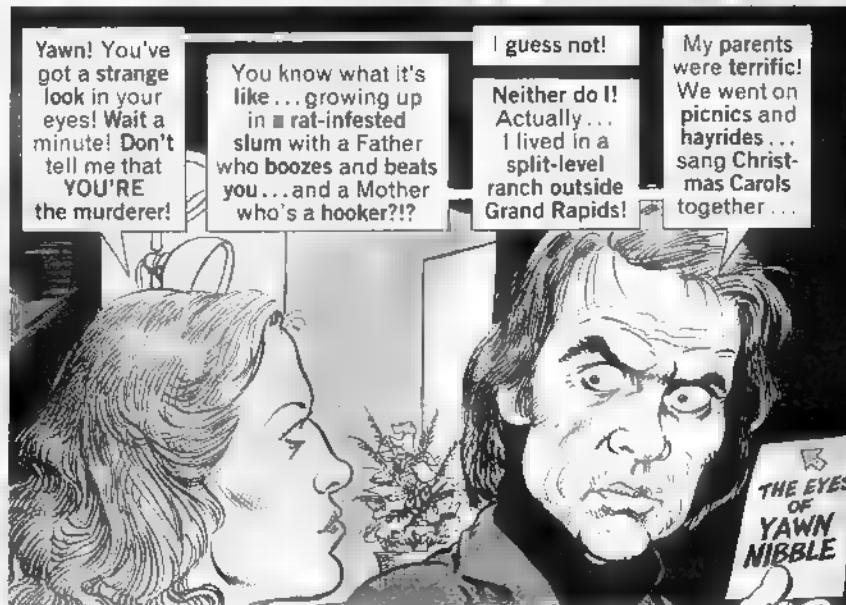
Who's really responsible for these atrocities??

We'll find out soon! The dynamite surprise ending is coming up any minute now...

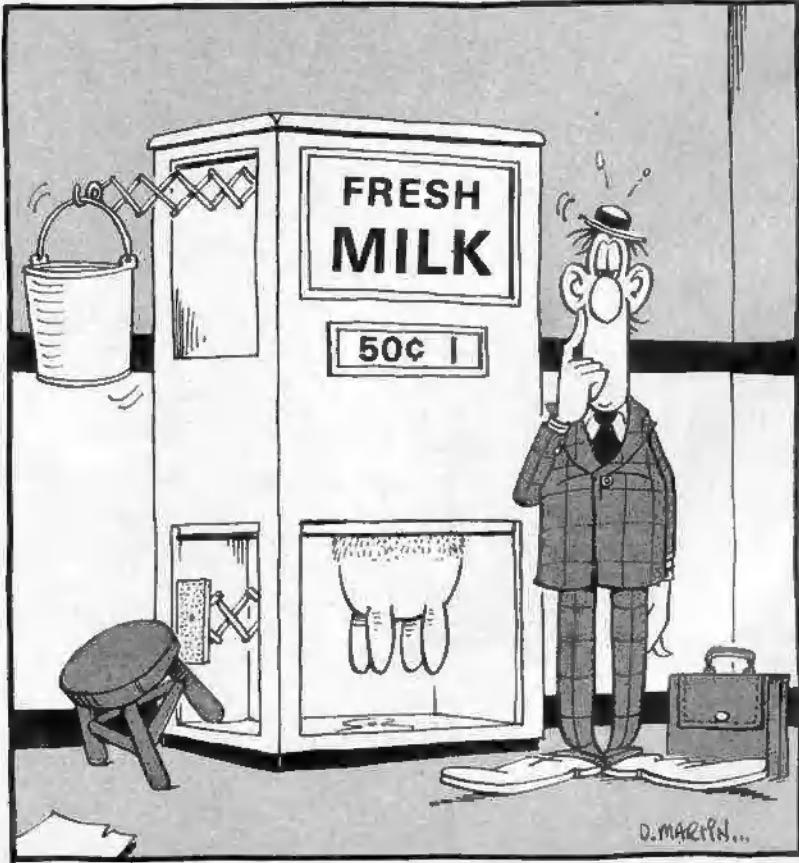
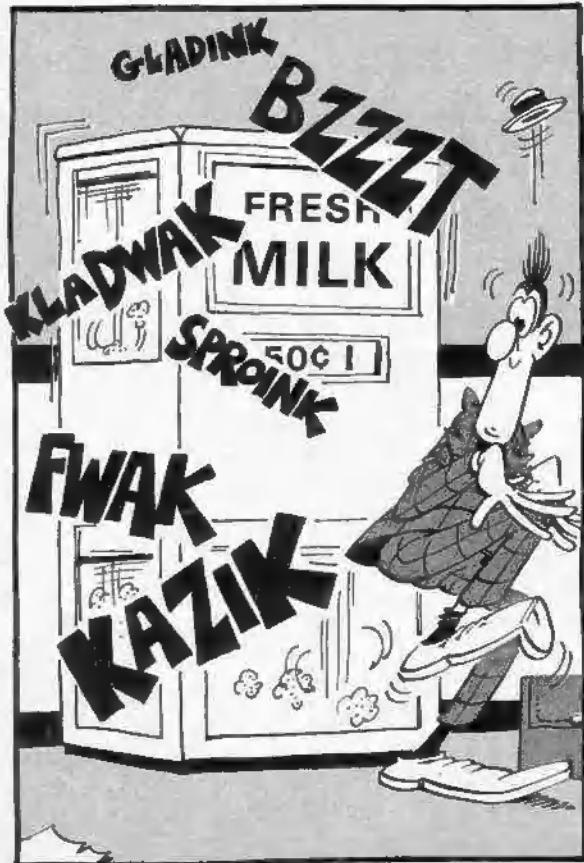
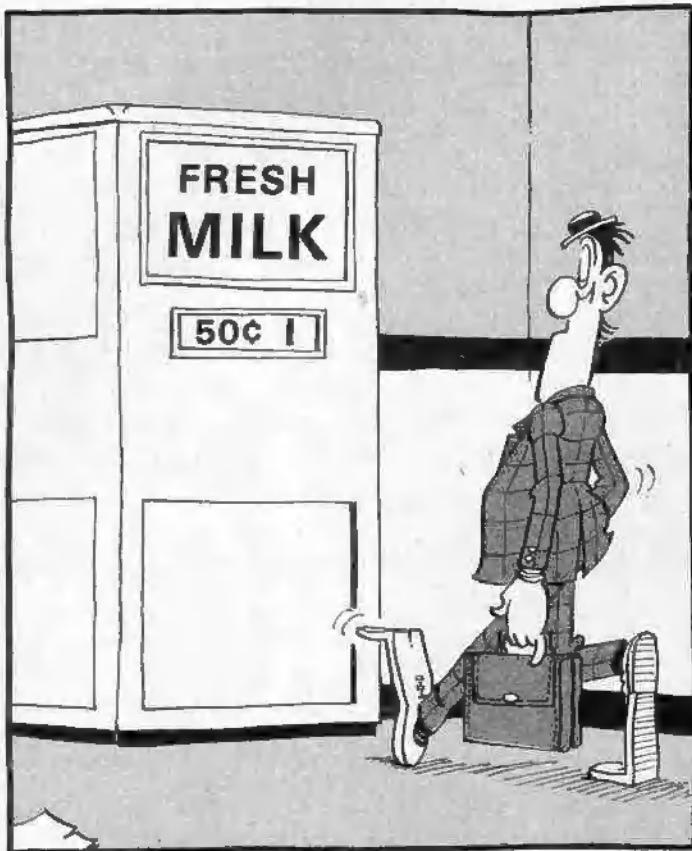


Whew! I'm an emotional wreck! I think I'll sleep for a month!





ONE EVENING IN AN OHIO BUS STATION



**WHAT
GREAT STAR
ARE WE ALL
EAGERLY
WAITING TO
APPLAUD?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

Stars come, and stars go. But there is one performer that everyone hopes will become the fabulous success that all the experts have been promising us she will be for a long time. To discover the identity of our budding star, simply fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**SOLO PERFORMING CAN BE A NIGHTMARE FOR A STAR
IF AN AUDIENCE EXHIBITS ANY ONE OF THESE
ENEMIES...INDIFFERENCE, OR APATHY, OR LETHARGY**

ARTIST & WRITER:
AL JAFFEE

A►

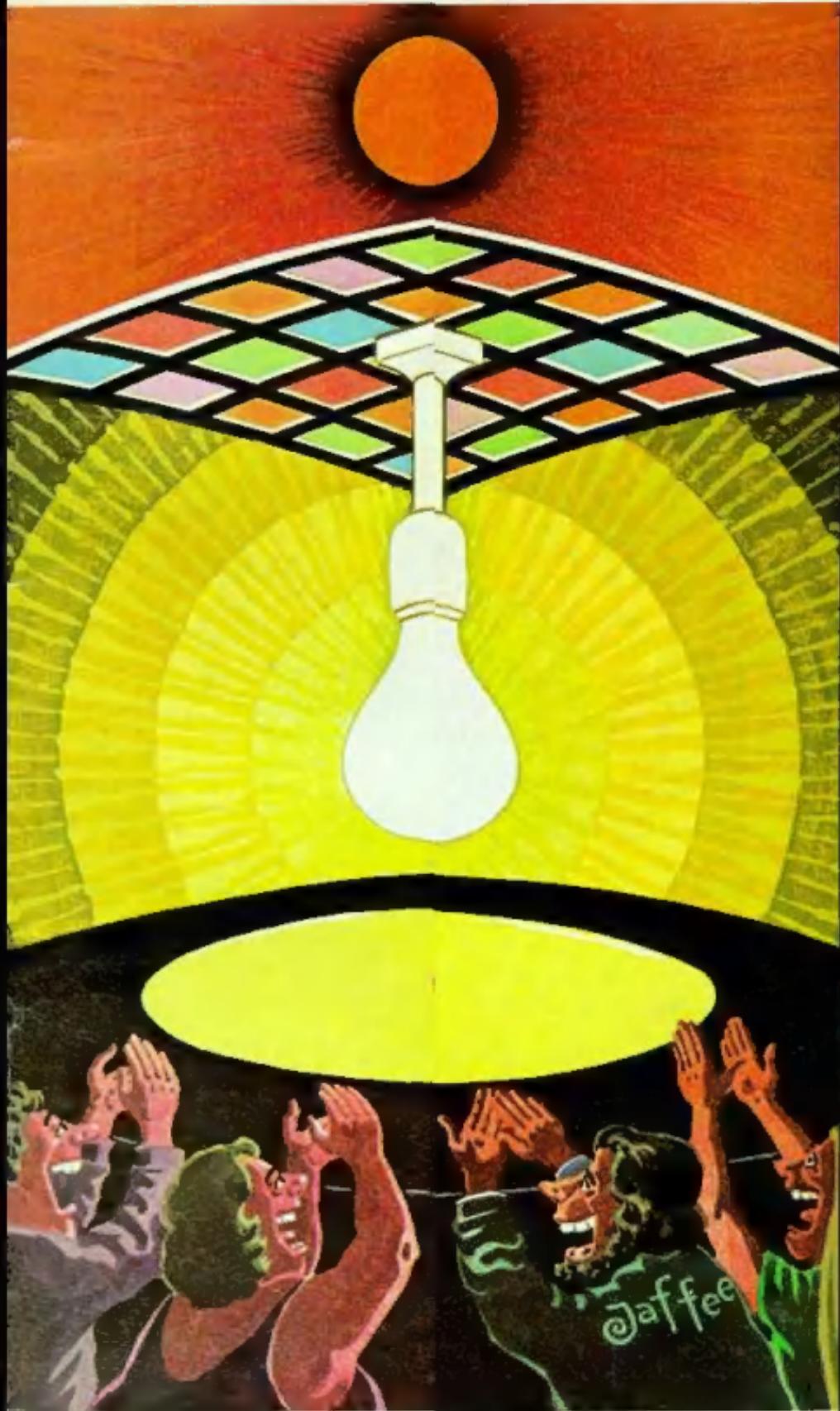
◀B

**WHAT
GREAT STAR
ARE WE ALL
EAGERLY
WAITING TO
APPLAUD?**



FOLD PAGE OVER LIKE THIS!

A►B FOLD BACK SO "A" MEETS "B"



SOLAR

ARTIST & WRITER:
AL JAFFEE

ENERGY

A►B

